

Magnolia Editions has a long tradition of producing limited editioned prints using a wide range of processes and tools, from traditional intaglio etching techniques to the latest digital technologies. We work with artists attracted to the collaborative process of image making. By working side-by-side with Magnolia Editions' staff, the artist can ensure that the final product remains faithful to his or her vision.

NOTE: IN GENERAL, WE DO NOT ACCEPT WORK DROPPED OFF TO BE PRINTED AND PICKED UP LATER - WE ASK THE ARTIST TO BE PRESENT DURING PRINTING.

Typically, the charges an artist incurs for a digital printing project are based on two factors. The first involves the computer time/services (editing, scanning, etc) necessary to prepare an image for printing. The second involves the cost of materials & printing: the paper (or canvas, mylar, etc) used to proof and/or print the image.



Canon iPF9000 printer at Magnolia Editions.

PLEASE NOTE: Magnolia Editions uses the highest quality inks, papers, and materials available. The acrylic ink for our UV-cured flatbed printer is sourced from Fuji-Sericol; we know of no longer lasting, higher quality ink. Although we use the highest standards of craftsmanship and make every effort to ensure that our prints are permanent and archival, Magnolia Editions assumes no responsibility for fading of prints over time.

COMPUTER TIME & SERVICES

Digital editing, layout and design

All computer services -- editing, layout, design, resizing and cropping, etc -- **\$150 an hour.**

Scanning from original artwork

For artists with flat art measuring 11" x 17" or smaller, Magnolia Editions can scan the artwork in-house for \$35 per scan.

For digital image capture of original work larger than 11" x 17", we recommend Ben Blackwell, who uses a BetterLight scan back on a 4 x 5" camera. Web site: benblackwell.com Phone: 510.387-5473

NOTE: A 100MB FILE CAN PRODUCE A PIGMENTED INKJET PRINT APPROXIMATELY 30" x 40". LARGER PRINTS NEED MORE MEGABYTES.

Scanning from transparencies

For artists wishing to work from transparencies, there are several options. A fast flat bed 4" x 5" scan can be made in-house for \$35 per scan.

Photographing original artwork

For artists wishing to have their artwork photographed our fee is \$80 per hour.

DIGITAL PIGMENTED INKJET PRINTS: (Canon ipf 9400 and Canon ipf 8300- 12 colors)

Our **Canon large format printers** use rolls of media up to 60 inches wide and up to 66 feet long; prints can be any size so long as one dimension (height or width) does not exceed 60". It uses 12 colors of pigmented ink. In addition to the common inks (cyan, light cyan, magenta, light magenta, yellow and two blacks), this technology uses two light grays and introduces red, green, and blue, creating the finest detail and largest color gamut we have ever seen in inkjet printing.

Resolutions:

Standard: 1200 x 1200dpi - 6 pass

High: 2400 x 1200dpi - 8 pass

Highest: 2400 x 1200dpi - 16 pass -Increases price 10%

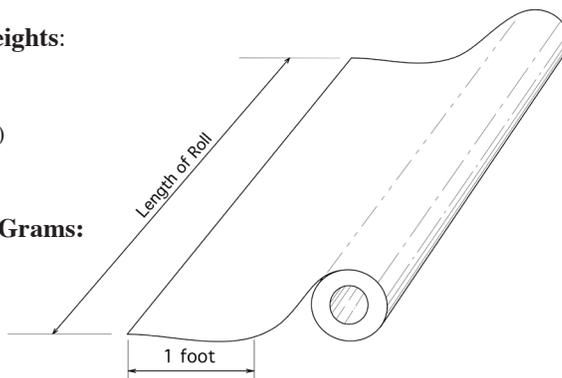
PRICING:

Art Paper 190 Grams and lighter weights:

- 36 in. roll: \$40 - per linear foot
- 44 in. roll: \$48 - per linear foot
- 47 in. roll: \$52 - per linear foot (kozo only)
- 52 in. roll: \$58 - per linear foot

Heavy Weight Art Paper 200 to 330 Grams:

- 24 in. roll: \$32 - per linear foot
- 36 in. roll: \$48 - per linear foot
- 44 in. roll: \$58 - per linear foot
- 52 in. roll: \$70 - per linear foot
- 60 in. roll: \$80 - per linear foot



Canvas and Backlit film:

- 36 in. roll: \$45 - per linear foot
- 44 in. roll: \$55 - per linear foot
- 50 in. roll: \$62 - per linear foot
- 54 in. roll: \$67 - per linear foot
- 60 in. roll: \$75 - per linear foot

Light Weight Bond paper

Standard Resolution:

- 36 in. roll: \$30 - per linear foot
- 42 in. roll: \$35 - per linear foot
- 54 in. roll: \$45 - per linear foot
- 60 in. roll: \$50 - per linear foot

UV FLATBED PRINTER: Printing area: 4' x 8' up to 1.75" thick

Using a durable pigment acrylic ink cured with UV light, this printer prints on almost anything flat. The media is stationary, held down with a vacuum, and can be overprinted multiple times in perfect registration.

Media printed to date: Western paper, Japanese paper, amate (bark paper), book cloth, leather, gessoed panel, raw wood, old weathered wood, glass, Plexiglass, acrylic, drywall, rubber, mylar, steel, copper, aluminum, prepared aluminum, raw canvas, raw linen canvas, gessoed canvas, stone, Dibond, foam core, matt board and sound board.

Machine time \$100 per hour

Most materials without white: \$16 per sq. ft.

(user supplies media; \$20/sq. ft for double pass)

Most materials with white ink: \$20 per sq. ft. (user supplies media)

Glass: \$25 per sq. ft. (user supplies media)

Please bring a **200 DPI flat TIFF** to size (ie, as big as you'd like the printed image to be.)



Flatbed UV Printer - 4'x 8' up to 1.75" thick

INKJET PRINT MEDIA:

Hahnemuhle Photo Rag (308g) – roll widths: 36", 44"

Somerset Velvet (190g & 330g) – roll widths: 24" 36", 42"

Diamond Jet Heavy Weight – roll widths: 36", 44", 52", 60"

Moab Entrada Natural* (190g & 300g) – roll widths: 36", 44", 50"

Water Resistant Matte Canvas – roll widths: 36", 44", 50", 54", 60"

Japanese Kozo – roll widths: 47"

Textured watercolor paper – roll widths: 36"

Backlit film – roll widths: 36", 60"

Cotton twill – roll widths: 36", 42"

DISCOUNTS

Quantity discounts:

10 - 24 linear feet (30 sq ft): 10% off

25 - 49 linear feet (75 sq ft): 15% off

50+ linear feet(150 sq ft): 20% off

For larger orders, please call for an estimate.

Student discount:

College art students (with student I.D.) receive a 20% discount.

ADDITIONAL SERVICES

Packaging:

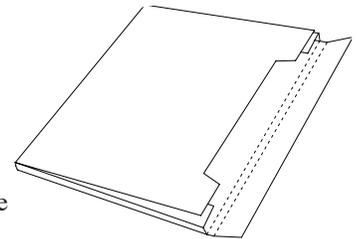
Flats 20 x 16": \$7

Flats 30 x 22": \$12

Flats 36 x 24": \$16

Tubes: \$15

Plastic Tube Sleeve: No charge



Custom packaging \$45 per hour plus cost of materials. We prefer you bring your own portfolio or recycled flats for transporting finished prints. Unless otherwise stated, our packaging materials are not acid-free and are not recommended for long-term art storage.

Other Digital Equipment

GUNNAR 3001 (Computerized mat cutter: 47" x 35" bed, 90° & 45° cuts)

Custom Box design and cutting - **\$100 per hour** plus materials.

Super fast clean cuts.

Laser cutter: (36" x 24" bed)

Grayscale rastered Illustrator images can be etched into glass, stone, etc, or vector-based Illustrator files can be used to cut paper, acrylic, etc. into a particular shape.

Hourly rate: \$120