

# Digital proofing

A digital proof is sent on all orders and it must be approved prior to the order entering production. Digital proofs are sent via DocuSign and are free for the majority of our products, which are indicated on the price calculator. See [this article](#) on how to approve or deny your proof.

## Disclaimer

Iti Direct mail is not responsible to review your job for any typographic errors, omissions, mistakes, layout issues or any type of errors in your artwork. There will be a reproofing fee for any changes requested after we have created proofs for your job unless the requested change(s) are due to our mistakes.

**Color matching:** A digital proof guarantees a reasonable likeness to the final printed job. Because of differences in equipment, monitor and other conditions between digital proofing and production pressroom operations, a reasonable variation in color between a digital proof and the completed job is to be expected.

## Related topics


- [Hard copy proofs](#)
- [How to approve or deny proofs](#)


## Purpose of a digital proof

The purpose of a digital proof is for you to check the layout, position of graphics and text, font styles (your fonts should appear correctly), size of graphics and fonts and typographic errors or omissions. If your job includes variable data (mail merge), then you should see your document merged with a single/random record from your mailing list. Verify that you see merged data for all the fields included in your document.

## Production time

You will receive a digital proof within 24 business hours from the time your order is placed and all files are uploaded. This time may be extended if there are issues with your supplied files. Our average proofing time is about half a day.

 **Rule of thumb:** Generally if you place an order and upload all your files by 12 pm PST, you'll have your digital proof by 6 pm PST on the same day. If your order is placed and files are uploaded after 12 pm PST, you should expect to have your digital proof the following business day by 10:30 am. Errors in files may delay your proof production.

 Please check your 'junk email folder' if you do not receive your proof within one business day. Proofs are sent from 'docusign.net' email account.