



Paper is Paper Or is it?



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Basics of Paper

There are many different types of paper, most common are: Bond, Text, Cover, Tag, Index and Bristol. They have different weights, sizes and textures or grades. Knowing the paper weight is a big factor to consider when printing.

“Basis Weight” is the weight referred to in the paper and is measured in pounds of 500 sheets of paper in its parent sheet size. For example, 500 sheets of bond paper's standard size is 17 x 22 inches weighs 20 lbs. Trimmed to 8.5 x 11 still will be labeled as 20 lb. Same thing with 500 sheets of cover stock at its basic sheet size of 20 x 26 weighs 65 lbs. Even when trimmed to smaller size it will still be labeled 65 lb.

This might be confusing, but here are some tips that could help you in choosing the stock.

Type of Paper	Parent Sheet Size	Basis Weight in lbs.	Typical Use
Bond	17 x 22	20, 24, 28, 32, 40	Writing, office copiers, letterhead, flyers, resumes, documents and proposals. Made from either cotton and or chemical wood pulp that accepts ink easily. Normally uncoated.
Text	25 x 38	50, 60, 70, 80, 100, 120	Magazines, brochures, stationery, thesis, letterhead and posters. This is an upgraded quality of paper from bond. Suitable for offset and digital printing and can be coated or uncoated.
Cover	20 x 26	55, 65, 80, 100, 120, 130, 160	Business cards, postcards, invitations, rack cards, menus, door hangers and folders. This is heavier and commonly referred to as card stock.
Tag	24 x 36	50, 60, 70, 80, 100	Signage, price tags, table tent cards, menus, time cards, direct mail postcards and posters. This type of paper is heavy, stiff and highly durable. It is tear resistant.
Index	25.5 x 30.5	90, 110, 140	Tabs, dividers, postcards, folders and sketchbooks. This is a stiff paper with a smooth finish and normally uncoated.
Bristol	22.5 x 28.5	67, 80, 100, 120	File folders, tags, paperback book or covers and engraved wedding invitations. This type of paper is thick, stiff and strong surface. There are two types of surfaces smooth and vellum.

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