



# PRINTING SPECIFICATIONS GUIDE

## IMPORTANT:

Please read the following information before setting up your artwork.

By providing us with the correct artwork, we can produce consistent results every time, and be able to print your job quickly and have it back to you in the fastest time possible. We cannot accept responsibility for errors due to files supplied incorrectly.

# Standard Product Sizes

<b>Business Card</b>	90 x 55mm
<b>A6</b>	148 x 105mm
<b>DL Flyer</b>	210 x 99mm
<b>DL Brochure (3 x Panels)</b>	(98 - 99 - 100mm) x 210mm (Outside) (100 - 99 - 98mm) x 210mm (Inside) <small>See page 5 for further details</small>
<b>2 page DL (Folded)</b>	210 x 198mm (99 x 210mm when folded) <small>See page 6 for further details</small>
<b>A5</b>	210 x 148mm
<b>A4</b>	210 x 297mm
<b>A3</b>	297 x 420mm

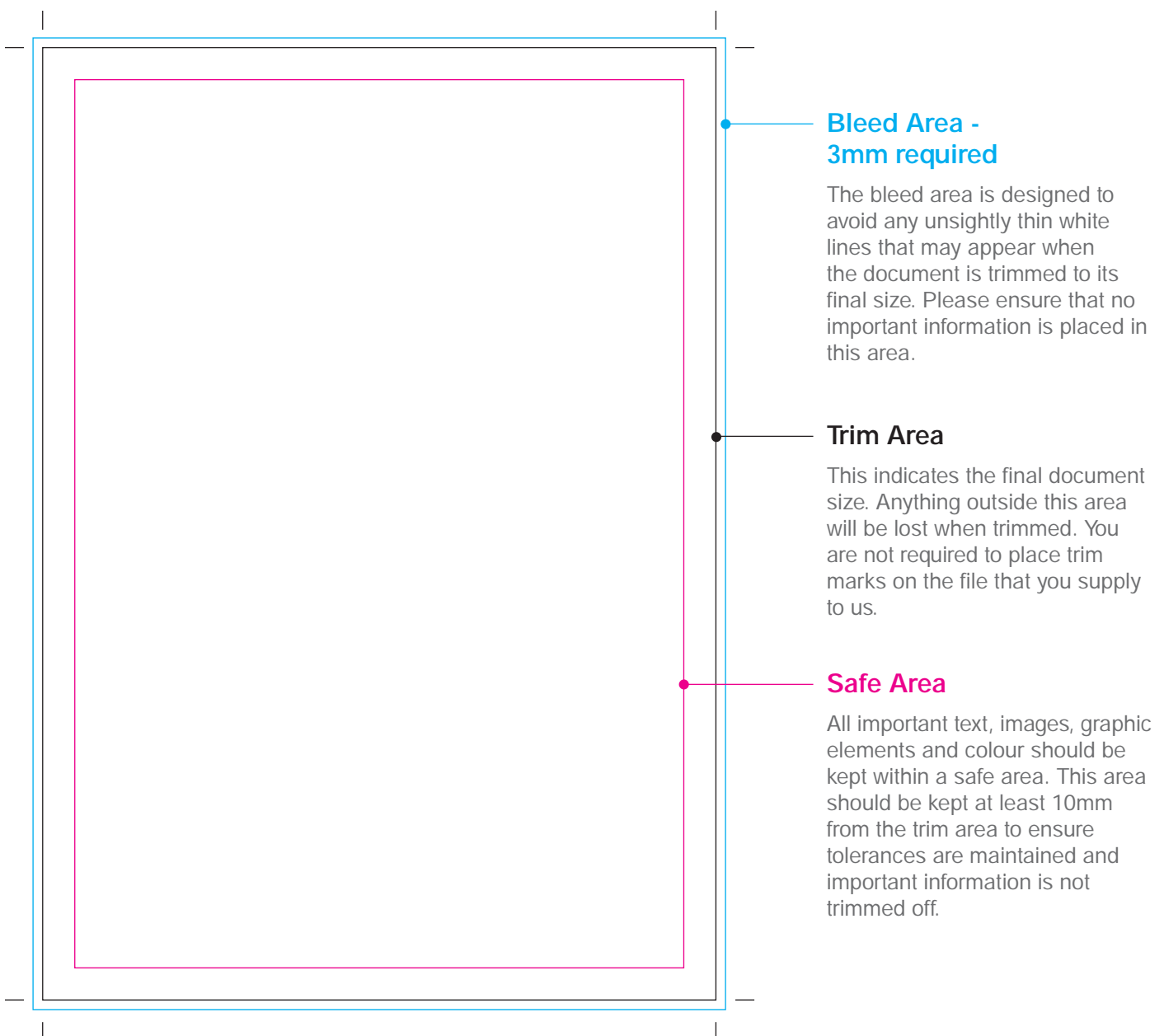
## LARGE FORMAT PRINTING

We can print up to 900mm x 3200mm.

<b>A2</b>	420 x 594mm
<b>A1</b>	594 x 841mm
<b>A0</b>	841 x 1189mm

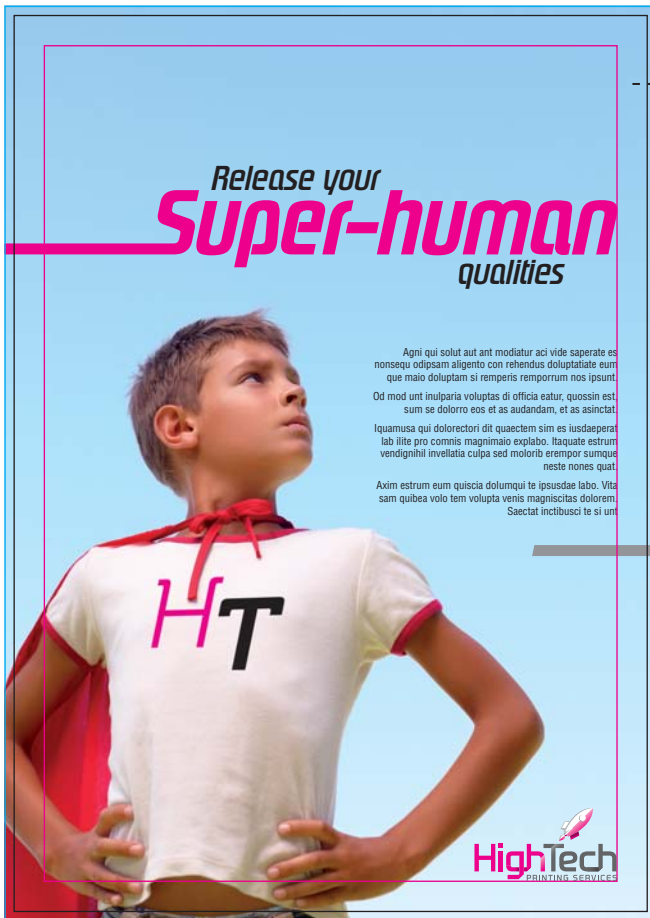
## BLEED, TRIM AND SAFE AREAS

3mm bleed is required to be added to all files where an image, colour or graphic element will meet the edge of the finished document. The below diagram illustrates how to set up your file with bleed, and also how to make sure no important information is trimmed off the finished document.



## BLEED, TRIM AND SAFE AREAS

Below are examples of how to - and how not to - layout your files utilising bleed, trim and safe areas.

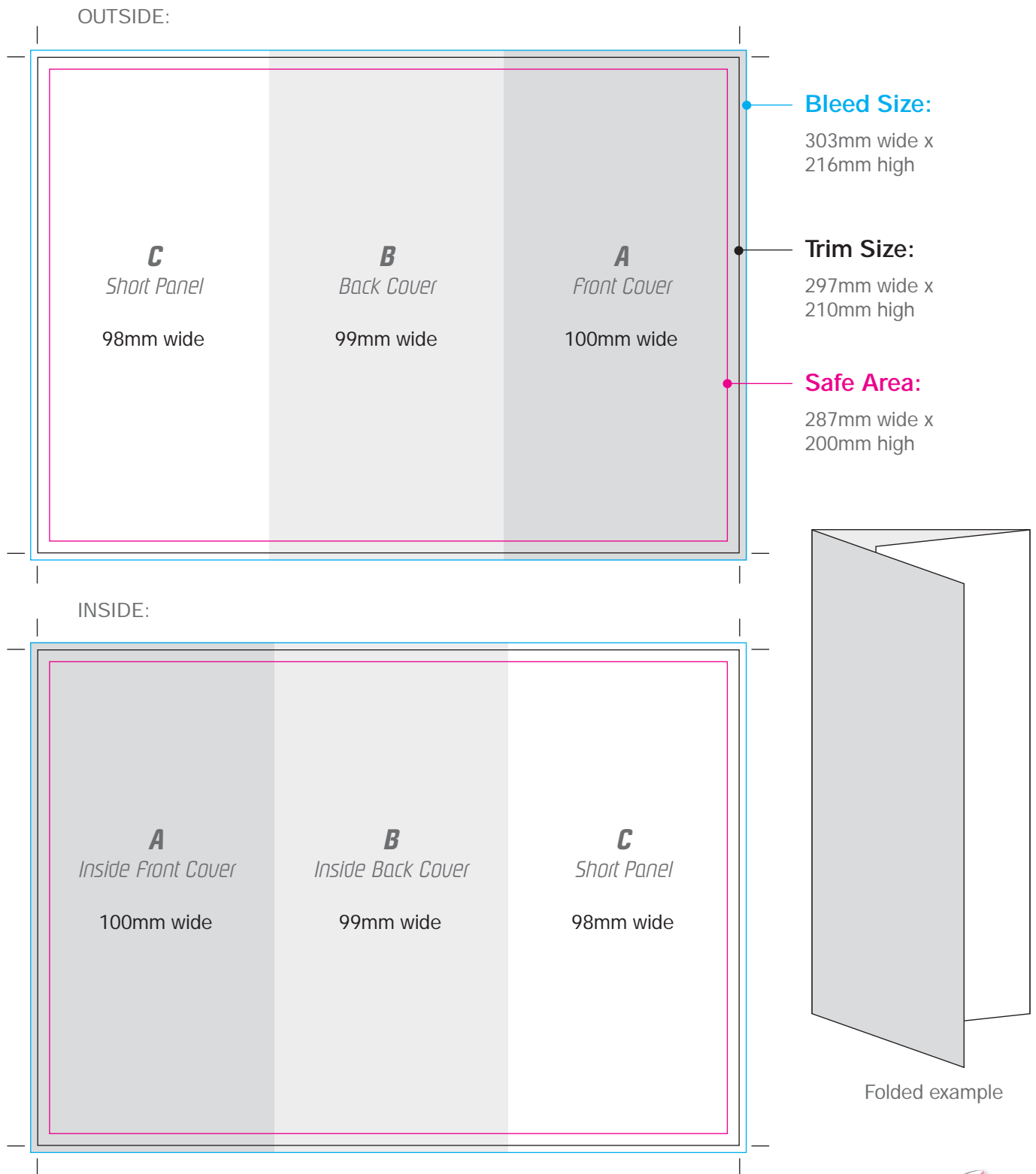


In this example, the bleed, trim and safe areas have all been correctly utilised. The image and all other elements that touch the edge of the document extend into the 'bleed area'. All the important information such as the text and logo are contained within the 'safe area' and avoid the risk of being trimmed off the printed document.

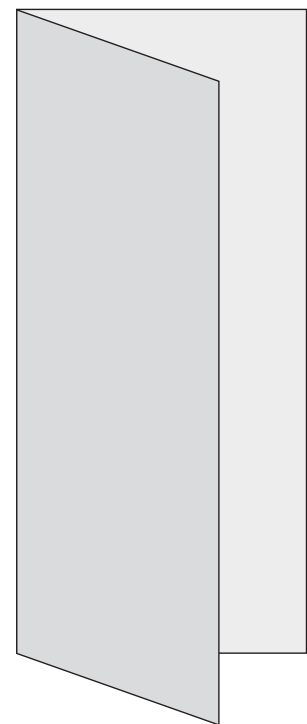
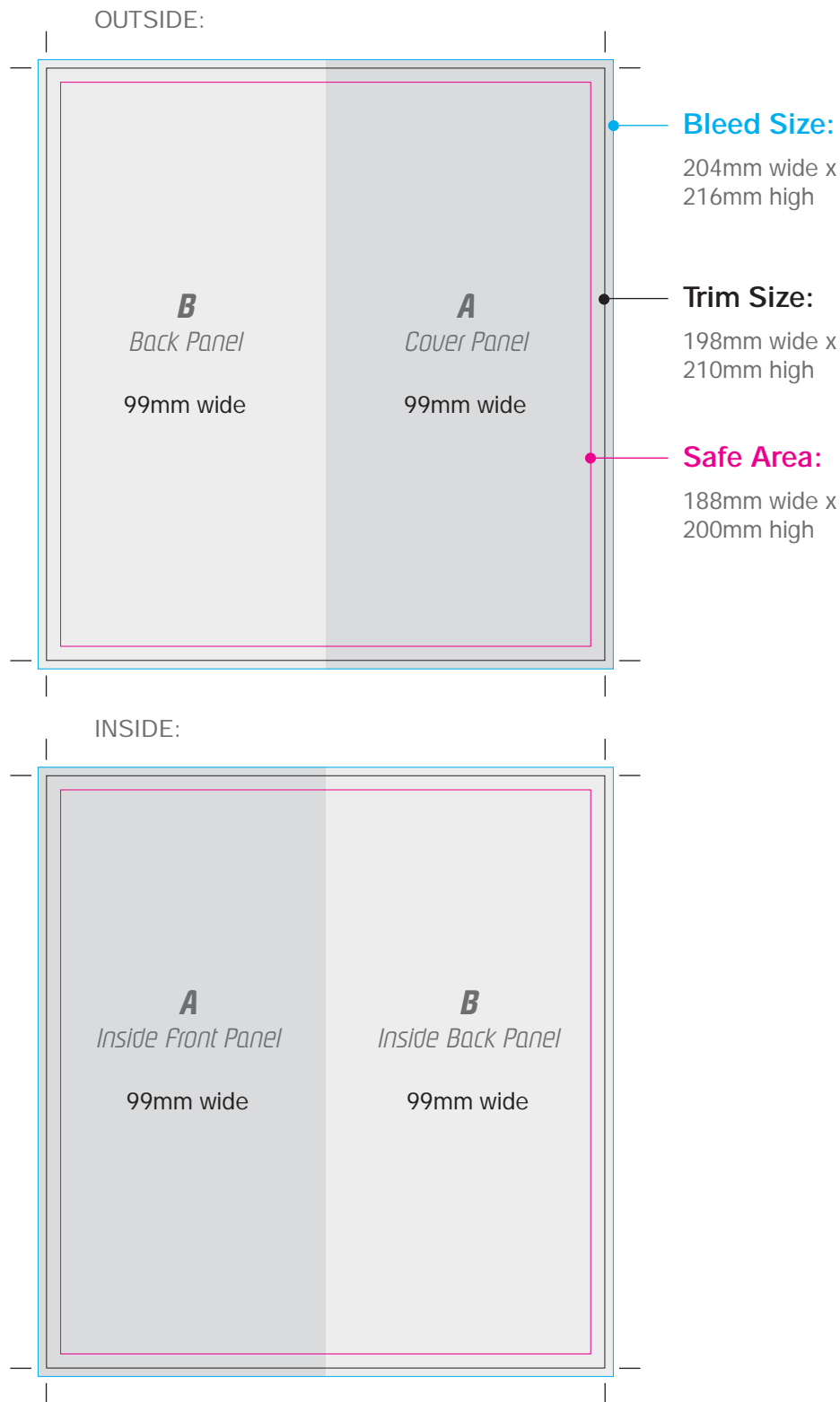


This example contains some problems that should be avoided when creating your file. The document does not contain any bleed, and the important information is positioned too close to the edge of the document.

# How to set up your DL Brochure



# How to set up your 2 page DL Brochure



Folded example

## PAGE LAYOUT, COLOURS & FONTS

- Please supply files as single, subsequent pages only.
- Each page must have 3mm bleed on all four sides.
- Postscript, True Type or open Type fonts are recommended.
- Fonts should be outlined where possible.
- Any black/grey text should be made up of a percentage of black only.
- Trapping should be turned off.
- Our rich black breakdown is Cyan 30%, Magenta 30%, Yellow 30% and Black 100%.
- Avoid using small white type reversed out of solid areas.

## HOW TO SAVE YOUR IMAGES

- **All images should be 300dpi at 100% size.**
- All images to be CMYK colour mode.
- Any line art - specifically bitmap files - should be 600dpi.
- Images should be scaled, rotated and colour managed in the images native programme.

## HOW TO SUPPLY YOUR FILES WITH VARIABLE DATA

- Provide your database in a program such as Microsoft Excel, CSV or TXT formats.
- Data should be setup with each required in a separate column.
- **Important:** A 'positional' file is required to indicate where the variable fields will be and to show the font, size & colour. Please liaise with one of our staff if you require further information.

We require you send to us a High Resolution PDF file for printing. Please ensure that you embed fonts when creating a PDF file.

- Postscript, True Type or Open Type fonts are recommended.

## INSPECT AND CHECK YOUR PDF FILE PRIOR TO SENDING TO US

Here is a checklist to follow. While not all of these may apply to each job, this will help to make sure you provide your files correctly for the best possible result.

- Artwork Dimensions
- Bleed of at least 3mm
- All text and critical elements are inside the safe area
- Single page PDF
- CMYK images
- Fonts embedded
- Data supplied for variable data



# Supplying your files to us

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## EMAIL

If your file is **under** 10MB then you can supply it to us via email.

## USB

We can accept files supplied on USB. Just bring it into our office and we can copy the file to our server.

## CD/DVD

CD and DVD are also an acceptable way to supply your files to us.