

**To ensure your print job runs smoothly, please provide your files to the following specifications.**

**ALL FILES**

Must be supplied CMYK, have 3mm bleed all round and be named as per our Specifications, Crop Marks are also preferred but not essential as long as bleed is included.

Each side of a 2 sided flyer should be as a separate page in the pdf or a separate file.

Its preferable to flatten the layers before pdf-ing your file so that there is no problems when it comes to printing of effects and transparencies.

Please ensure artwork is set to the correct size. IF artwork is not supplied to one of our standard paper sizes and we do not have a note on the order it will be resized to fit the closest standard size.

We encourage the use of PDF files whenever possible. When supplied correctly they greatly speed up file handling and processing time at our end enabling us to provide you with a quality print job faster.

Jpegs are fine but must be supplied with one side per file at the correct size with bleed.

**Standard sizes: (add + 3mm bleed all around.)**

BC or Pass	55 x 90mm	A4	297 x 210 mm
A7	74 x105mm	A3	297 x 420 mm
A6	105 x 148mm	A2	594 x 420 mm
A5	148 x210 mm	A1	594 x 840 mm
DL	99 x 210 mm	1 Sheet Poster	700 x 1000 mm
DDL	198 x 210 mm	2 Sheet Poster	1000x 1400mm
CD	148 x 148 mm	Pole poster	345 x 1000 mm

**BLACKS.**

When you use a lot of BLACK in your artwork, ensure that it does not consist of more than 40%CMY, plus 100%K. If you use 100%CMYK you will oversaturate the page with ink. It will take a lot longer to dry and the black may not look how you want it. It may also cause ink to rub on the edges of the other side of each flyer if it takes longer than other flyers to dry. We will not be responsible for over saturation of inks. The richest black in print is 40%C, 40%M, 40%Y, 100%K.

**Spot colours.**

Please only use spot colours if you are designing a spot colour ad. All general artwork should be CMYK with NO spot colours else we will need to convert the artwork to CMYK and additional charges may apply. If you are designing a 2 colour pole poster, you will either need to delete the process colours (CMYK) and specify 2 spot colours used in the artwork, or ONLY USE 2 Process colours. We can actually substitute a process colour for a custom ink if you like. For instance if you want a black and FLURO PINK pole poster, you can design it in black and 100% Magenta and as long as you let us know we can swap the Magenta ink for the Fluro colour.

## Naming Files / File Names

File names must contain specific information about the job and be set to the following formula.

### A) Name of the job B) The size of the job C) Quantity

E.g. ANZAC day long weekend\_A7x2500.pdf

Please note... Any artwork which is not of a non-standard size (i.e. not set to the above measurements) must have the trim size specified on the order. If this is not done, your artwork may be altered (stretched or reduced) to fit, this may not be done to scale.

In cases of jobs supplied without bleed, we may have to enlarge the artwork by 1 or 2 percent, which means you may lose artwork set close to the edges as it will be trimmed off, OR we will need to add a white border to it.

## UNDERSTANDING BLEED

