

# A6 PROMOTIONAL CARDS LAYOUT

## READ ALL DETAILS CAREFULLY TO AVOID PROBLEMS

### • **Supplying Digital files**

Please supply your digital files for the postcard at **300dpi–350dpi flattened 8bit Tiffs**. Your files should be CMYK and tagged with Euroscale coated v2 as your profile. Your files need to be tagged with the correct profile. We cannot guarantee accuracy of colour for any CMYK file which does not adhere to this profile. With your digital files you **MUST** supply us with a hard copy. This needs to be a colour reference generated from the digital files.

To minimise disappointment we advise that you use a reputable repro house to create CMYK files along with a contract proof. Inkjet printers are not set up to produce contract proofs, they are set up to produce “photographic” results, giving a brightness and vibrancy which may not be achievable in 4-colour process. If you intend to use an inkjet printer for your colour reference they need to be calibrated otherwise you can get misinterpretation of file information. For calibrating we advise that you invest in a program such as Power Rip 2000, which can help in achieving a more accurate output from inkjet printers, making it more representative of final press conditions.

### **Supplying Vector-based files:**

Please remember to convert all type to outlines and ‘trap’ your final images to assist the printing process – exact fit is almost impossible unless this is done. We cannot correct this oversight, which sometimes leads to a white line between colour changes! (Consult your manual for more information about how to do this.) Vector-based files must be provided in CMYK with no spot colours or RGB colours. **IMPORTANT: Colours that are layered will show through 100% blacks that are placed over them.** To avoid this, we strongly recommend that you use a ‘rich’ black which contains a mixture of colours, we suggest your black consists of these percentages: **Cyan: 60% Black: 100%**. Please check file in self-initiated test to avoid possible postscript errors.

### **Supplying Layouts:**

We accept layouts in QuarkXpress 6.5 and InDesign CS. You **MUST** include all relevant items including typefaces. If you fail to provide all relevant items or the postcard design needs further work in any way other than a straight output by us you will be billed for the errors. Please refer to the above details for further information on supplying digital files correctly.

### **Supplying PDF's:**

If you wish to supply as pdf, please make sure you have followed the information above before you make your pdf. Set your pdf to include: Crop marks • Registration marks • 3mm Bleed • Postscript level 3 • Data in Binary • Include all graphic information no downsampling and set as composite CMYK.

You will receive a colour proof for your approval once we have processed your work.

**Please note:** All colours vary when printed using different methods.

Colour will vary in several ways, these can depend on some of the following:  
When images are enlarged or reduced • When paper stock used is not the same  
• When the inks used are from different suppliers • The method used for printing eg with screen or screenless • The way the image is finished eg with matt or gloss varnish or lamination.



### **Portrait information**

**Card Dimensions: 105mm x 148mm (A6)**

**Front: 4-colour • Back: black text only**

*Suggested image area: 95mm x 139mm*

*You may cover the complete surface of the card with your image as indicated by the tinted areas – allowing for 3mm at the edges of your image(s) to bleed off the card.*

### **Landscape information**

**Card Dimensions: 148mm x 105mm (A6)**

**Front: 4-colour • Back: black text only**

*Suggested image area: 139mm x 95mm*

*You may cover the complete surface of the card with your image as indicated by the tinted areas – allowing for 3mm at the edges of your image(s) to bleed off the card.*