The Print Shop - Artwork Specifications

Warning! The following technical print artwork terminology may be perplexing ☺.

If you are not an artwork specialist and you don't already have Print Ready Artwork, then you can rest easy, because we can do it for you at very reasonable rates...

However – if you are going to provide us with your own Print Artwork, then please read our 'Print-Ready' specifications to ensure there are no delays – additional costs – or print errors...

All artwork supplied to The Print Shop for checking ought to be supplied as a <u>high-resolution pdf file</u>. Sorry, but we cannot produce Commercial Quality Printing from Word, Publisher, or other formats. Any artwork not supplied as a pdf, meeting all relevant specifications will require work to be made 'print-ready' and will likely incur an artwork fee.

We are happy to provide free advice to help you correct any artwork errors.

Getting your artwork to us

There are several different ways to send us artwork. The best and preferred option is to go to the <u>UPLOAD</u> page for seamless file transfer... but if you like to do things differently ;0 here are several additional options.

- Mail a Flash Drive containing your artwork to PO Box 1737, Bunbury WA, 6231
- Send your artwork via email to info@theprintshoponline.com.au
- Use Drop Box or similar upload platform for extra-large artwork files

CMYK Printing

- All conventional offset printing is done using 4 ink colours - cyan, magenta, yellow and black (CMYK) - to make up colour images and text. It is very important that all files are supplied to The Print Shop as CMYK or a colour conversion will be performed that may not convert as you would expect / like.

- Photographs from cameras are generally in RGB format as RGB is a better form of conveying images composed of light i.e. on computers or TV screens. This does not convert to print, so all RGB images will be converted to CMYK. It is imperative that this conversion is done prior to sending to us as this is the only way you can have an idea how the files will look once they go to print.

- A third type of colour format is PMS or Pantone Matching System. Rather than being a collection of 3 or 4 colours like CMYK and RGB, pantone colours are specific shades with their own codes which create consistent colouring every time. Only limited products are available in PMS colour format

- We offer PMS colours on carbonless books (1 - 4 colours) and on envelopes & Letterheads (1 - 4 colours)

- We suggest using 100% black for all text and lines on your artwork. This means that the CMYK values should be set to 0 for cyan, magenta and yellow, and 100 for black. Please make sure all lines and text are also set to overprint.

- If your CMYK artwork contains large areas of the colour black, we strongly recommend the addition of at least 40% (C) Cyan in addition to the 100% (K) Black to produce a richer, better looking black.

THE PRINTShop
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Artwork Sizes   Please ensure that document page sizes are as listed

	Finished Size	**Size with 2mm bleed**
BC	89mm x 54mm	93mm x 58mm
DL	98mm x 210mm	102mm x214mm
A6	103mm x 148mm	107mm x 152mm
A5	148mm x 210mm	152mm x 214mm
A4	210mm x 297mm	214mm x 301mm
A3	297mm x 420mm	301mm x 424mm
A2	420mm x 594mm	424mm x 598mm
A1	594mm x 840mm	598mm x 844mm

	Finished Size	**Size with 2mm bleed**
DL Envelope	220mm x 110mm	Bleed Not Applicable
DL+ Envelope	235mm x 120mm	Bleed Not Applicable
C5 Envelope	229mm x 162mm	Bleed Not Applicable
C4 Envelope	324mm x 229mm	Bleed Not Applicable

	Finished Size	**Size with 2mm bleed**
Maxi Magnet (1)	148mm x 99.5mm	152mm x 103.5mm
Maxi Magnet (2)	78.5mm x 168mm	82.5mm x 172mm

Bleed

- When printing right to the edge of a product you ought to include **2mm bleed** on each edge. For booklets 4mm bleed is required on all pages.

- Bleed is 'extra' artwork that will be chopped off the edge of the flyer but allows margins for guillotines to trim into allowing no chance of white edges showing.

- Please be sure there is NO important information or image area in the bleed area as this **will be trimmed off.**

- Do not put any important information or text within 3mm of the product edge (i.e. 5mm from the artwork edge) as trimming can move 3mm either way of the trim area and your text may be trimmed.

- Avoid borders where possible as these will often be uneven as the sheet moves 1mm in either direction.

Image resolution

- All images should be input into your files as 300dpi minimum and scaled to 100%

- Please be sure that you check that your images display how you would like them to at 100% when creating the artwork.

Fonts

- The minimum line thickness for all artwork is 0.3pt while text should be at least 8pt.

- All fonts must be embedded before your files are made into a pdf.

- Please be sure you check your pdf before sending to The Print Shop and make certain that it looks as it should. Alternatively converting your text to curves will avoid any font issues.

If you have any questions about preparing your artwork, please don't hesitate to get in contact with us… We Are Only Too Happy to Help you to make your artwork print ready, to ensure that you get a *Cheaper Faster Better* Print Result every time!