

ARTWORK FILE PREPARATION INSTRUCTIONS

Product: Self Mailer

Size: 17" x 5" flat
(folds to 6-3/4" X 5")

Place PDF template on a separate layer

Create a new document, 17" wide by 5" tall, with 1/8" bleeds. Place the PDF or EPS templates on a separate layer of your layout document. Design your layout around the template. Before exporting your final document to PDF, please be sure to hide or remove the template layer.

File Type for Submission

Please "Export" (Quark, InDesign, Freehand) or "Save As" (Illustrator, Photoshop) your document as a high resolution PDF. Use the "Press Quality" Adobe PDF preset. Be sure to include .125" bleeds.

File Size and Bleeds

Your documents should be built to the final trim size (17" x 5") with .125" bleeds extending beyond the document boundaries.

No Crop Marks

Please export your PDF without any crop marks.

Fonts/Text

All fonts used should be embedded within the final PDF files. Alternatively you can convert all text to outlines (or in the case of Photoshop rasterize all text layers) before exporting the final PDF file.

Resolution

We recommend that all images used are at least 300dpi.

Color

All graphic files should be built using CMYK.

Questions?

Please call McCallum Print Group at (206) 784-6892 and ask to speak with Rich Voslow or any available Customer Service Representative. If you would like us to preview your artwork, you may e-mail us at RVoslow@MPG.DCGwest.com