

easiprint

A Guide to Supplying Print Ready Artwork Files

Introduction

This guide is designed to aid you in the supply of print ready files, suitable for print with Easiprint. By following these few simple requirements, we can ensure your print order runs smoothly and you get great print results every time. Hopefully everything in this guide is clearly explained, but please remember we are always here to help if you have any questions!

Getting your files to us!

There are many ways to get your files to us. For files up to 10mb, simply emailing them to us probably the simplest way. If your files are larger than 10mb, email probably will not work, and you will need to use our file upload system.

Simply visit our website at **www.EasiprintAndCopy.co.uk** and click on the '**Send Us Artwork**' button. You will be directed to our upload server where you can select files and attach a message to us. Finally of course, you can post us a disc or usb stick. Whichever way you choose, we will always check your files for obvious problems upon receipt.

File Types

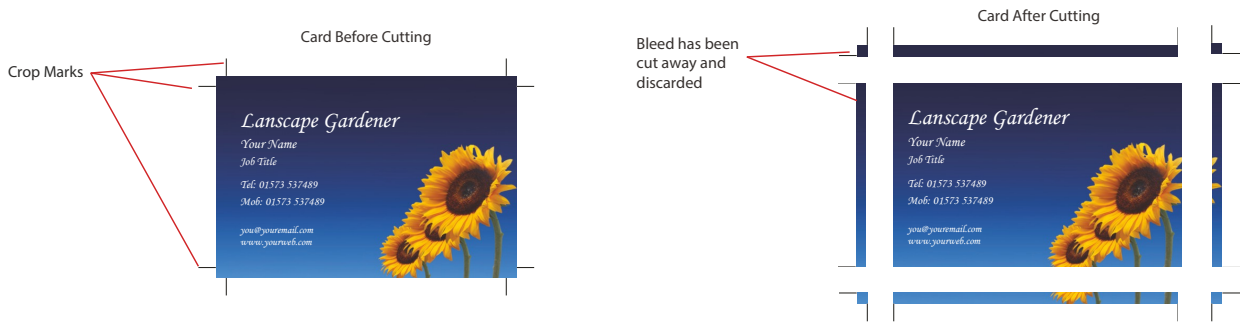
Whilst we are happy to accept most file formats, our preferred file type is PDF. Most software programmes can produce PDF files from within their own menus. Of course if you struggle with this, please let us know.

File Specification

- When supplying artwork files, please always supply them at their finished size. We can scale them if required, however it is safer if they are supplied at their actual size.
- Files should be supplied with a 3mm bleed and 3mm safe zone (see page 3 for further details)
- Files for booklets and magazines should be supplied as one file with pages in consecutive page order, starting with the front cover and then following on with inside front cover, page 3, page 4, etc. Our software will handle imposing into printers pairs. Don't forget that saddle stitched (stapled) booklets need to have page counts in multiples of 4 pages.
- Colour space should be set to CMYK and not RGB. All print files will be converted to CMYK if supplied in RGB, which may result in some colour shift. Remember, home printers and monitors do not always give an accurate representation of how colours will print on a professional press. If colour matching is vital, please always ask for a printed proof before print.
- Fonts should be embedded or converted to curves to ensure there are no font issues between systems.
- Images should be 300dpi for clear printing. Images below 300dpi are at risk of looking blurry when printed, although may look fine on a screen. *As a general guide, if you zoom in to 400% on screen and the image still displays clearly, then it should print fine.*
- When printing black text, try to use 100% black and avoid a mix of CMYK for black only. This will help avoid any blurring on black text.
- If printing a large area of solid black, consider using a rich black (100% Black and 40% Cyan) to avoid banding, as large areas of 100% Black can appear washed out. Adding a 40% Cyan, makes the black appear richer when printing in large areas.

What is bleed and why is it required?

When graphics continue to the edge of a sheet of paper bleed is required. This is because a commercial printing press cannot print to the edge of a sheet of paper. Instead multiple products are printed on much larger sheets of paper and then cut down to size. Because it is impossible to cut exactly to the edge of your design a little over print on each side is required. This overprint is called "bleed". Any document that is being professionally printed will require a bleed area and a safe zone providing the print runs to the edge of the document. The diagram below shows a correctly lined up business card with 3mm of bleed and crop marks. The crop marks show the line that the guillotine will cut to. The bleed is the area outside of these marks and is trimmed away. Please note we do not require you to put crop marks on your design, although if your software allows, you can add these.



How much bleed do I need?

The industry standard is to have 3mm of bleed on each edge and a 3mm safe zone inside. This means that the length of each side will be 6mm longer. For example an A4 sheet when lined up correctly with bleed will be 216mm x 303mm. It will then be cut down to its finished size of 210mm x 297mm. The table provided on the next page contains the correct dimensions of documents lined up with a bleed area. If a bleed is not given, your trimmed documents may have slithers of a white border showing due to small variations between printed position on the sheets. If you cannot provide a bleed on your artwork file, we can add this for you providing you allow a minimum of 6mm clearance from the edge of the background.

What Is the safe zone?

The safe zone is the 3mm inside of the cutting edge in which no text or important information should be placed. Any graphics in this area risk being clipped when cutting.

Diagram Showing Bleed and Safe zone

In the diagram below you will see that the photograph extends to the edge of the bleed area and there is no text in the safe zone. The correctly lined up flyer is displayed on the right hand side.

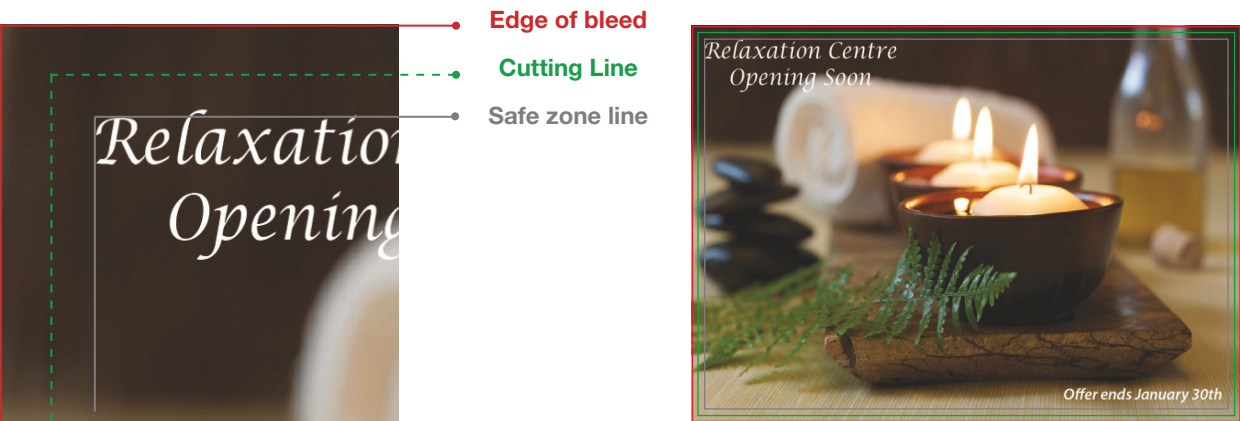


Table showing Sizes and Resolutions

The table below is based on printing a portrait document at 300 dots per inch which will print at high quality.

Size Name	Size in cm (without bleed area)	Size in pixels at 300dpi (without bleed area)	Size in cm (with bleed)	Size in pixels at 300dpi (with bleed)
Business Card	8.5 x 5.5 cm	1004 x 650	9.1 x 6.1 cm	1075 x 720
DL / Comp Slip	9.9 x 21.0 cm	2480 x 1169	10.5 x 21.6 cm	2551 x 1240
A6	14.8 x 10.5 cm	1748 x 1240	15.4 x 11.1 cm	1819 x 1311
A5	21.0 x 14.8 cm	2480 x 1748	21.6 x 15.4 cm	2551 x 1819
A4	29.7 x 21.0 cm	3508 x 2480	30.3 x 21.6 cm	3579 x 2251
A3	42.0 x 29.7 cm	4961 x 3508	42.6 x 30.3 cm	5031 x 3579
A2	59.4 x 42.0 cm	7016 x 4961	60.0 x 42.6 cm	7087 x 5031
A1	84.1 x 59.4 cm	9933 x 7016	84.7 x 60.0 cm	10004 x 7087
A0	118.9 x 84.1 cm	14043 x 9933	119.5 x 84.7 cm	14114 x 10004

For further details, please visit our website:
www.easiprintandcopy.co.uk
or call us on 01733 602 302



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