

Designing a print ready file

At Print It we want to give you the best possible results with your printing.

We are happy to accept artwork designed by you and ask that you follow these guidelines to ensure you get the absolute best printed result.

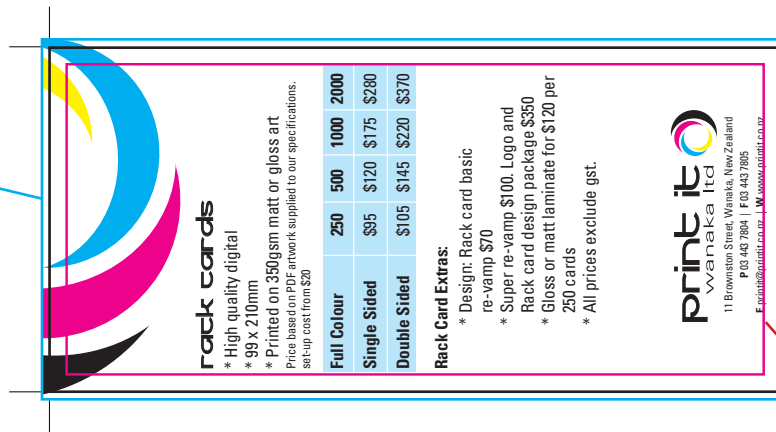
The illustration below is for rack cards 99mm by 210mm in size with a 2mm bleed. The file size will be 103mm x 214mm and we will trim the printed item to 99mm x 210mm. You can apply these rules to any document size.

Bleed

Give your Artwork a 2mm bleed. Final file size will be 103mm x 214mm.

Border!

Please don't design your rack card with a border.



Crop

This is where your card will be cut out. Trimmed size 99mm x 210mm.

Safe Zone (10mm margin)

Inside this box is where to put important information like text. (89mm x 200mm) Nothing here will be cut off.

Bleed

Our printers do not print right to the edge of the paper. If you want your artwork to go right to the edge of the page with no white border, you will need to add "bleed" to your document. To ensure correct printing, your artwork must be 2mm bigger all round - i.e. 99mm x 210mm finished size will have a file size of 103mm x 214mm. This 2mm extra allows us to print on an oversize sheet and then trim the job on our guillotine down to the finished size. It also allows for paper shrinkage, this happens when the paper gets hot in the machines. Make sure background colour or images go to the bleed edge.

Crop

We will cut your print job with an industrial guillotine along crop marks at your final design size (i.e. we cut off the bleed). There can be a slight movement as the blade cuts and that is why a bleed is so important.

Safe Zone (10mm margin)

This is the place for all your text – inside the margin there is no chance of your vital text or design elements getting cut off.

Technical stuff

File types

- The best file type when supplying finished artwork is a PDF.
- We can work with many other file types. Ind, Ai, PSD, Tiff, Eps, Jpeg etc.
- MS Word files are subject to a set up and proofing fee of \$35.
- The safest possible solution is a PDF plus a packaged folder including all your images, fonts and working files.
- For perfect results images should be 300dpi or higher (internet standard is 72dpi).
- Any changes required to make artwork suitable for printing will be charged at \$100.00 per hour.

Help

We love to help and we are only a phone call away. We enjoy working with your ideas and creativity but please follow the guidelines for layout above so we can give you the best possible print.

