



How to supply  
artwork to us in a  
print ready format

## Artwork formats we accept

### Apple Mac

**Quark Xpress**  
**Adobe Photoshop**  
**Adobe Illustrator**  
**Adobe InDesign**  
**Microsoft Word\***  
**Microsoft Excel\***

### PC

**Quark Xpress**  
**Adobe Photoshop**  
**Adobe Illustrator**  
**Adobe InDesign**  
**Microsoft Word\***  
**Microsoft Publisher\***  
**Microsoft Excel\***

\* Black & White and Full Colour only.  
Spot Colours are not supported by these Microsoft applications.

### Acrobat PDF

We can accept complete artwork as a PDF as long as it meets with the following specification:

- Images to be CMYK and high resolution which is at least 300dpi.
- 3mm bleed allowance to be included.
- All fonts must be embedded within the document.

If you need guidance on how to create PDFs from your design application, please refer to the application's User Guide.

### Important

Please always send us the native file from your chosen application. We will also need all images, graphics and fonts used within the document, and make sure it is clearly labelled. To avoid confusion it is vital that your disk contains only the relevant files you want printing.

We are always updating our software, so if your application is not listed, please call us.

### Formats

- CD
- DVD
- Email (up to 20mb)
- USB flash drive
- Memory cards (SD, CF etc)
- Mail transfer web sites

Examples of Mail Transfer web sites are [www.yousendit.com](http://www.yousendit.com) or [www.mailbigfile.com](http://www.mailbigfile.com) or [www.transferbigfiles.com](http://www.transferbigfiles.com). Please note we are not affiliated with any of these web sites and only mention them for your convenience.

# Document Sizes

**A2**

Page size: 420 x 594 mm

**A3**

Page size: 297 x 420 mm

**A4**

Page size: 210x297mm

**A5**

Page size: 148x210mm

**A6**

Page size: 105x148mm

**BLEED ALLOWANCE - 3mm all round**

**1/3rd A4**

Page size: 210x99mm

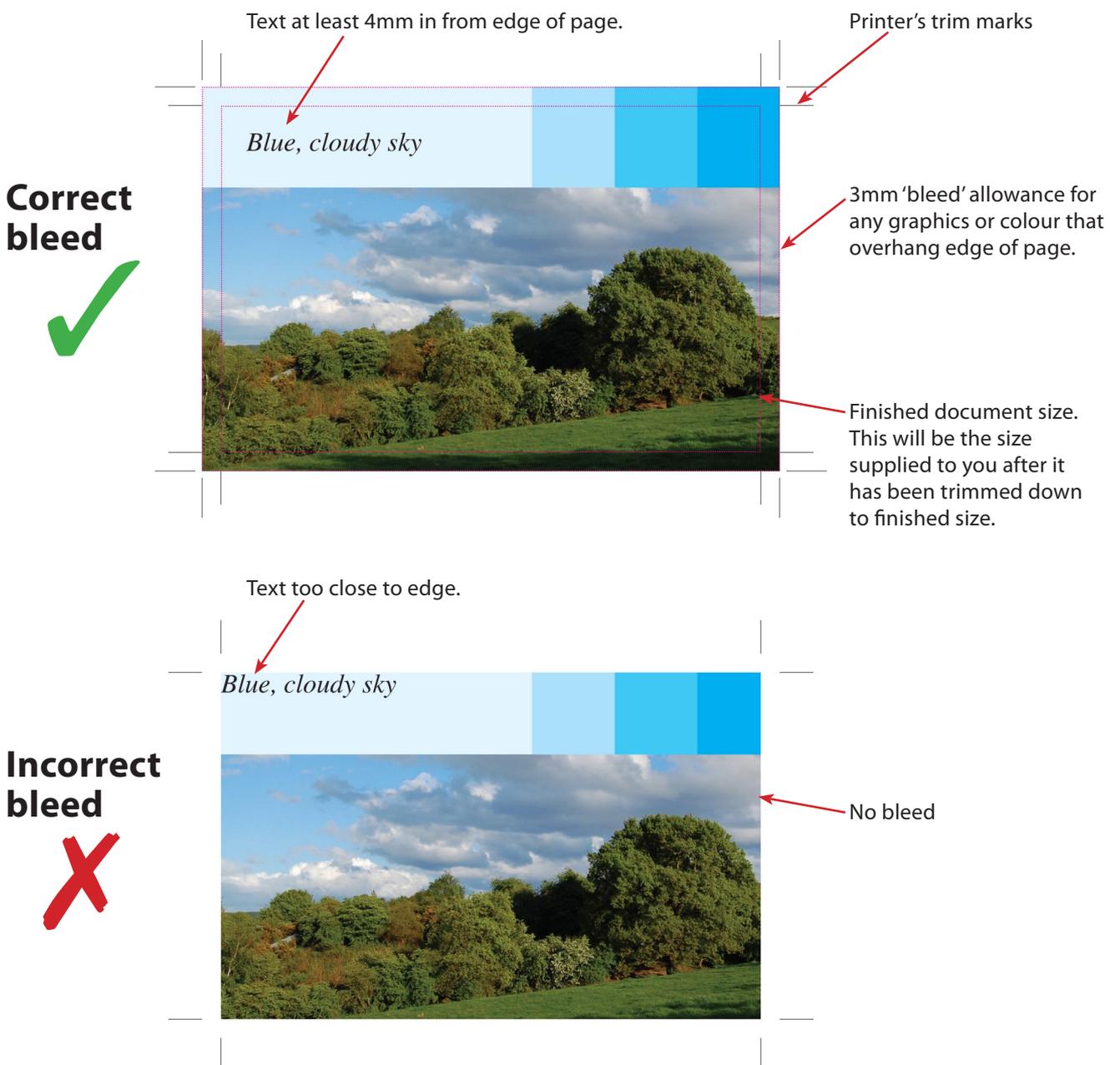
**Business  
Card**

Page size: 85x55mm

## What is bleed?

Bleed is a very important element that need to be added when you create your artwork.

Your design may incorporate images or colours that run off the edge of the page, so these items 'bleeding' off the page should be extended to overhang by a minimum of 3mm off each edge. It is also advisable that text and borders be at least 4mm in from the edge of the page. Including bleed on your artwork is essential for finishing and guillotining purposes. It will eliminate any unprinted gaps on the edge of the document when it is trimmed down to finished size.



## Picture quality

For the best print quality we recommend you supply all photographs and images at 300dpi at the actual size they are to be printed. If you can only provide images at 72dpi, then they must be at least 4 times the size you want them to appear in your publication.

Please supply images as either TIFF, JPEG or EPS files and avoid files such as GIF, BITMAP and Internet pictures, as these formats are not high enough quality for printing. When saving as a JPEG do not compress the quality to make smaller file sizes, always save at the highest quality possible.

We are only able to reproduce your picture at the quality you provide - we cannot improve on the quality of your image. Be aware that lower resolution images can look good quality on screen but may appear blurred when printed.

To check the quality of your image, open it in your standard photo editing package. Most software allows you to check the size and resolution of your picture, this can usually be found in one of the drop down menus.

If you are using your digital camera to supply photographs make sure you set the camera to the highest quality setting. Do not downgrade the quality of the image before sending it to us.

### High resolution



**This is how a high resolution image will print on our press**

### Low resolution



**This is how a low resolution image will print on our press**

## Fonts

All fonts that are used in your document must be included with your job.

**Postscript printer and screen fonts for Mac.**

**True Type fonts for PC Windows.**

If you are going to 'cross platform' ie. from PC to Mac, remember that fonts don't travel well!

Check that we have the same font and provide a hard copy of your artwork.

Be aware that a font may have several versions and these can have slight differences that may cause problems such as reflowing of text and missing words.

Larger text may be converted to paths, curves or outlines if you are not supplying the fonts with your artwork.

If you are supplying finished artwork in PDF format please ensure **ALL FONTS ARE EMBEDDED** when saving to this format.

### **DO NOT...**

- Use 'Multiple Master' (MM) or 'Metric' fonts as these are not compatible with our process.
- Use underline, shadow, strikethrough or any other effect from a 'text effects' menu.