

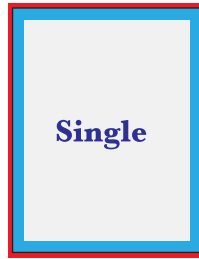
SOLO/PRINT SPEC SHEET

Single sized postcard

Document Size: 4.5" x 5.75" (incl. 1/8" bleed)

Trim Size: 4.25" x 5.5"

Safe Area: 3.75" x 5"

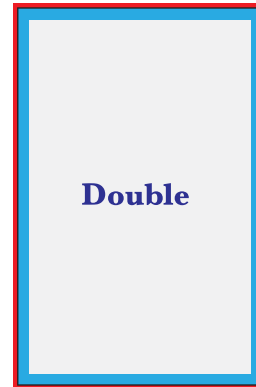


Double sized postcard

Document Size: 5.75" x 8.75" (incl. 1/8" bleed)

Trim Size: 5.5" x 8.5"

Safe Area: 5" x 8"

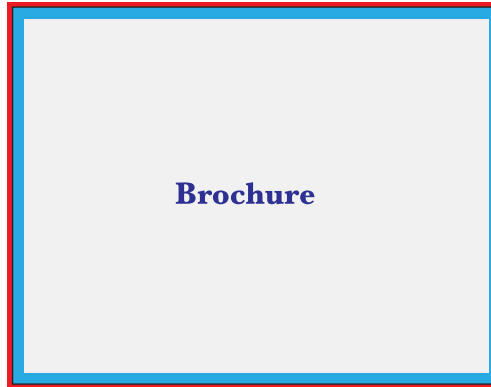


Brochure (contact Graphics Dept for fold information)

Document Size: 11.25" x 8.75" (incl. 1/8" bleed)

Trim Size: 11" x 8.5"

Safe Area: 10.5" x 8"



Oversized postcard

Document Size: 6" x 11.25" (incl. 1/8" bleed)

Trim Size: 5.66" x 11"

Safe Area: 5.125" x 10.5"

DAL Front Side

Document Size: 4.75" x 5.25" (incl. 1/8" bleed)

Trim Size: 4.5" x 5"

Safe Area: 4" x 4.5" (set to the left edge)



DAL Back Side

Document Size: 8.75" x 5.25" (incl. 1/8" bleed)

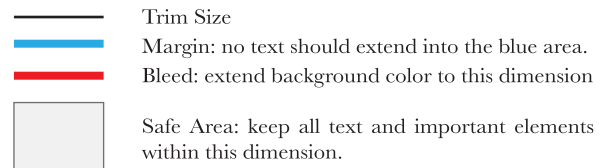
Trim Size: 8.5" x 5"

Safe Area: 8" x 4.5"



If the card is a solo mailer, contact the Graphics Department for instructions on space needed for indicia and addressing.

(Dimensions are listed as width x height)



Make sure the whole document is CMYK, not RGB.

No text should go out of the Safe Area, though the background should extend to the full document size.

Avoid using images under 300dpi if at all possible.

Do not include Pantone colors, EVER. Convert to its CMYK equivalent. If we receive a file with Pantones, they will be converted as closely as we can get them.

Make sure all images are embedded in the document.

Outline, convert to vector or rasterize all text, ALWAYS. If they are not, it will result in a low quality print. (You can always send the fonts used in the document to ensure accuracy)

Save in PDF format (PDF_X-1a:2001 with NO printer marks).

Any questions, please call our Graphics Department at (203) 230-8002. Thank you!