

SHORT RUN SPEC SHEET

Business Card Size

3.5" x 2"

Document Size: 3.75" x 2.25"

Trim Size: 3.5" x 2"

Safe Area: 3.25" x 1.75"

Postcard Sizes

4" x 6"

Ex.: Document Size: 4.25" x 6.25"

Trim Size: 4" x 6"

Safe Area: 3.5" x 5.5"

5" x 7"

4" x 9"

5.5" x 8.5"

6" x 11"

Brochure/Sellsheet/Menus

(contact Graphics Dept for fold information)

8.5" x 11"

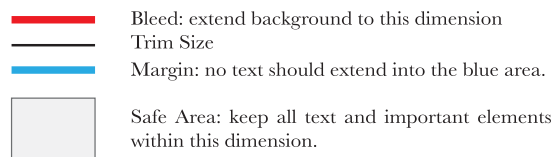
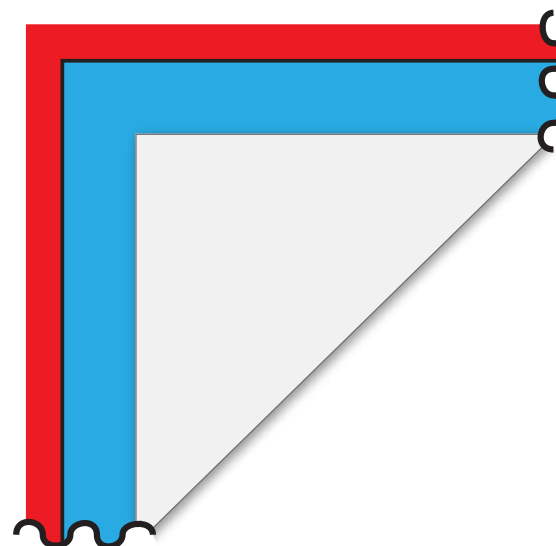
Ex.: Document Size: 8.75" x 11.25"

Trim Size: 8.5" x 11"

Safe Area: 8" x 10.5"

8.5" x 14"

11" x 17"



File Requirements

Make sure the whole document is CMYK, not RGB.

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 possible.

Make sure all images are embedded in the document.

All fonts need to be converted to outlines/curves, or embedded.

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

How much bleed does your document need?

Please leave 1/8 inch around the entire document. This will enlarge the document size you submit by .25 inch (1/8 on each side) and will be cut off after printing. (See examples to left).

Images and Text

Please keep all text and important images (images that do not bleed) an additional 1/4 inch inside the final cut line. This will ensure your image and text will be centered on your piece and much more pleasing to the eye.

We advise not using borders in your artwork. Borders can make even the straightest cuts look crooked.

If the printed piece is a solo mailer, please contact the Graphics Department for instructions on space needed for indicia & addressing.

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