

POSTCARD: 8.75" X 5.75" final trim size - represented here by the dark green line. Page size of layout file should be the trim size of piece.
NOTE: File may be created at a trim size of 9" x 6" ONLY IF a) the design does not bleed *or* b) the design has common bleed. See BLEED section below.

GENERAL: 4 color process. Convert all RGB, Pantone/Spot colors to CMYK. All raster art should be 300 ppi (dpi). All (Illustrator/InDesign) transparency should be flattened before the creation of the final PDF. All fonts embedded or converted to outlines. Layout in standard design programs such as Quark, Illustrator, InDesign. - Microsoft Word & Publisher are unreliable for high end printing - check with design department if using these programs. Black type should be only 100% black - no 4/c black type. Rich black of 30c,30m,0y,100k for large solid areas.

PREFERRED FINAL FILE FORMAT: High Resolution CMYK PDF with fonts embedded or converted to outlines - Acrobat (7.0 - PDF 1.6) or less - generated from one of the standard design programs. PDF boundary should be the bleed size of the piece (this pdf boundary is bleed size), or the trim size if the design does not bleed. No marks (trims, bleeds, bullets) are necessary. If they are used, make sure the file is centered. TIFF, EPS also accepted - same boundary rules apply. Live application files are least preferred - check with design department before sending live files.

FRONT DESIGN INFO:

BLEED AREA: 1/8" bleed on designs that bleed - represented here by medium green. On designs that have color, art, etc. that extend to within 1/8" of the trim line, that color /art must actually extend (bleed) past the trim by 1/8". The purpose is to ensure color to the trim edge. The bleed will be cut off during the trimming process. (One of the most common design errors we encounter are files that need bleed but have none.) **FULL BLEED:** files that have elements that bleed on all 4 sides. This includes **COMMON BLEED:** This is where the bleed is not an image with varying tints but a solid color that has the same color build all around the piece. (Page 1 of this PDF is an example of full common bleed because the bleed is the same color all around the card at the trim edge.) If you require the 9" x 6" postcard, your file must have either no bleed or common bleed.

SAFE ZONE: Represented here by light green. Regardless of whether or not a design has bleed, all critical content in the design (type, important art elements such as logos, etc.) must be kept in the safe zone, which is 1/4" inside the trim. Another common design flaw we encounter is critical content too close to the trim.

SUGGESTIONS FOR COUPONS & PERSONALIZATION: If you are including a number of coupons, we suggest that you do not have common clipping lines on at least one side of the coupon as common clipping lines can cause one or more of the coupons to become separated from the piece before they are all clipped for use. When personalizing for your location, we also suggest you keep in mind that you want this information to stay with the piece as coupons are clipped.

If you have any questions or need clarification, please call our design department at A'DEAS (316-269-2494) or (866-778-4254) or email questions to prepress@adeasprinting.com



Apply Stick-It only to metal, glass or plastic surfaces.
Not responsible for damage which may result on other surfaces.

This area is reserved for Stick-It and instructions.
It must be at least 3.75" w x 1.625" h and is centered along the
top of the card. Darker area represents the Stick-It Strip.

Stick - It on your refrigerator, computer or file cabinet! Then USE IT!
stickit@adeasprinting.com 866.778.4254

BACK:

The area marked in light green is available for your use.
The area marked in tan is out of bounds for design.

Typically this side of the card is not coated and is printed
with black copy since the Stick-It information goes in
black already = 1/c back.

We can always print graphics and full or spot color on
this side, and even use paper that is coated on both
sides. It is according to your preference.

This side can bleed in the areas shown (medium green)
ONLY if the postcard front is a bleed design. If the front
does not bleed, this side must not bleed.

The same Safe Zone as the front applies to this side of
the card.

PRSR STD
U.S. POSTAGE
PAID
WICHITA, KS
PERMIT NO. 541

ADDRESSING AREA

This area is reserved for addressing.
It must be at least 4.75" w x 2.75" h
from the bottom right hand corner.