



## Artwork and Electronic File Preparation Guidelines



**CLANCY'S PRINTING**  
*Service*

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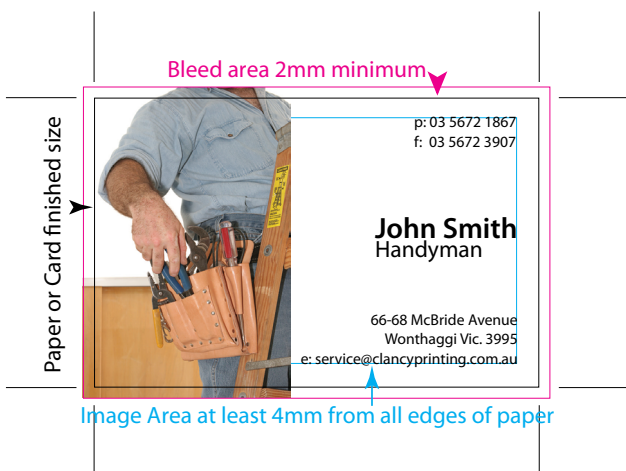
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# Preparation

There are a lot of things that can go wrong when preparing your artwork for print. But, follow these guidelines and call one of Clancy's specialist staff if you need any help and your print job will run smoothly and on time... every time!

- The sample business card art below has been supplied with a 2mm bleed.
- The total image area of a standard business card is 90mm x 55mm with 2mm bleed which gives an untrimmed size of 94mm x 59mm.
- Try to keep important information at least 5mm in from the trimmed edge of the card.
- These measurements are of a standard business card custom sizes are available upon request.



## DL 6pp Brochure

DL 6pp are a very economical format for brochures. They are inexpensive to print and cheap to mail.

There are only a couple of considerations when supplying artwork for a DL Flyer.

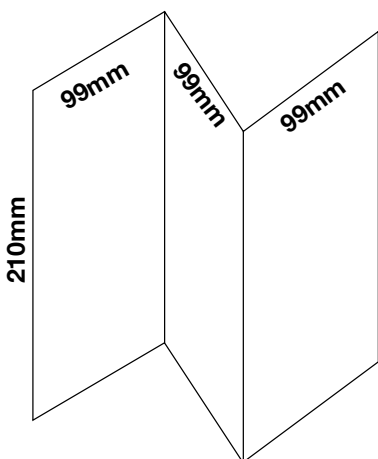
1. If you intend the printed area to go right to the edge of the page (full bleed) then you will have to design your art with a minimum of 2mm bleed on all

sides. That is - the total art area would be 301mm x 214mm. 2mm on all four edges are trimmed off to produce a 297mm x 210mm job.

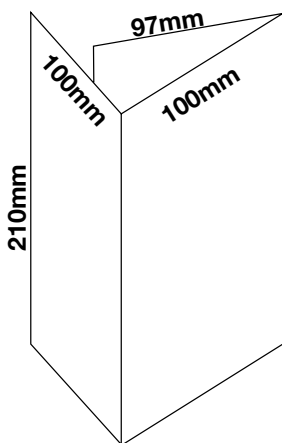
2. There are a number of ways it can be folded. The most popular being, Z-Fold and Gate-Fold. With a Z-Fold all three panels can be 99mm wide. But, a Gate-Fold design should be supplied with the top fold in panel as 100mm and the inside fold in panel as 98mm so that it lays flat when folded. (see the diagrams below)

Once again, keep important information at least 5mm away from the edges to make sure nothing gets trimmed off.

**Z-Fold DL**



**Gate or Roll Fold DL**



**FOLD MARKS**

**TRIM MARKS**

**Side A**

Page 5

Back

Front

**Side B**

Page 4

Page 3

Page 2

**BLEED AREA  
2mm**

97mm

100mm

100mm

**PLEASE NOTE:** The preferred method of presentation of your artwork is in PRESS READY PDF file format. Lay your job one up with a minimum of 2mm bleed on all sides where necessary.

NO CROP/TRIM MARKS ARE REQUIRED. Just tell us the amount of bleed and the finished trim size required.

### Check Software Compatibility

Check the list below to ensure that we support the software you are using. If your software is not listed, please call us and we will try to find a solution for you.

We can accept files from the following programs but it is advisable to ring before preparing your artwork to assess suitability.

- Adobe Acrobat 7.0
- Adobe Illustrator CS
- Adobe PhotoShop CS
- Adobe InDesign CS
- Microsoft Publisher 2000 XP
- Microsoft Word 2000 XP

### Supply all fonts

Remember to always send us copies of all fonts which are used in your job. Fonts are not always embedded in your file. A copy of the font from your fonts folder will suffice. If possible, some programs give you the ability to convert the fonts to curves, or outlines. This means that you will not have to supply fonts to us.

### Include all images

If you are supplying your files in anything but a Press Ready PDF format, please include all images you have used in your document.

### Include precise details of your job

Please include a detailed and clear description with your job including filename(s), stock type and size, number needed and the finish you would like. This will let us know exactly what you require.

## Supply a printed proof

Your work will be printed faster and with less hassle if you print a proof from your own printer (even if it is only in black) and send it with the job. We can then check our prints against your proof and ensure you get what you want. If you are emailing your job simply fax the proof to us.

## Send your print files

You can email your files as large as 10Mb, alternatively, our online File Upload Page can be used. Please include your name and telephone number and job instructions.

## You can supply on a disk

Apart from email you can use the following storage media to deliver your files to Clancy's Printing Service: CD-ROM, DVD and USB Storage Devices.

## Use CMYK images

With colour printing using images or photos should be converted from RGB (screen colours) to CMYK (print colours). Your RGB images will still print "OK" although the colours might not be as vivid as you would expect and can vary. With software programs like Photoshop you will be able to change the images to print better. If you are not able to access this type of software, we will be able to do the conversion for you but you must supply the original photo files.

## Check Image Quality

One thing to remember with pictures is the higher the quality (dpi - dots per inch or resolution) the better they will print. Images from websites tend to be low quality (72 dpi) because they are created for screen viewing. These will still print, however with poor resolution. As a rule of thumb scans or images should be at 300dpi and at 100% of the printed size.

## Call for help

If you have any doubts as to whether your file will print correctly, please call and we will help you check the printability of your file. The team at Clancy's Printing Service are happy to answer any questions you might have. Don't be afraid to ask no matter how simple you think your question is.

## Please Note:

If the Artwork or File is not print ready we will not proceed any further until the File or Artwork is corrected. If we are asked to correct or fix any file then a charge will apply.

