

A4 Artwork Requirements

If you are supplying your own artwork, it must be what is considered, **“print ready”**. If the artwork does not meet the minimum requirements, you will have to resupply the artwork. Alternatively, our design team can make the necessary changes on your behalf, however, an artwork charge will apply in that instance. By following the requirements, not only will the quality of your artwork be ensured, but your order can be processed swiftly, meaning that you will receive the finished product in a timely manner.

If you are unsure about how to meet the specifications or require clarification, please contact us at Newprint HRG (4972 3611). Please note that we offer an **inhouse design service** and can oversee the design and proofing of the artwork on your behalf (though your final approval is required before printing can proceed). An hourly artwork fee would apply.

Sizing Information

- **BLEED** (216 x 303mm)
- **TRIM** (210 x 297mm)
- **SAFE ZONE** (190x277mm)

If your artwork has colour/ graphics that meet the edges of the trim, you must provide **BLEED**. Bleed extends past the edge of the page by 3mm and ensures no uneven white edges when being trimmed.

The **TRIM** refers to the size of the end product. Text should be kept well away from the edge (read below).

When setting up your artwork, please ensure that all text remains within the **SAFE ZONE**. The safe zone is 10mm in from the edge of the page. This allows for a margin of error when trimming and ensures that no text or images are omitted/lost.

Please ensure that...

- Your artwork has been provided as a PDF.
- It is the correct size.
- It has been set in CMYK colour mode.
- Your images are high quality (*min. resolution = 72 dpi*).
- All text & important images are within the safe zone.
- You have proof-read your artwork, all the information is correct and the text is without errors / typos.
- Your artwork has been ‘flattened’ and text converted to curves.

If you are unable to follow this step:

- If you have used a special font(s), ensure that you supply the corresponding font files.

Lastly, you have double-checked your artwork, it is correct, complete & complies with our requirements.