

# ARTWORK SPECIFICATIONS

for printing with Mainwaring Group Advertising



## PDF Files

- are our preferred file type
- pdf files can be created from all design software using either export, print or save as
- use the default settings to ensure everything is embedded in your file
- if you are creating files from indesign or illustrator, please make sure you have **NOT selected 'OVERPRINT'**

## Illustrator Files

- convert all fonts to outlines
- CMYK or Spot colour - NOT RGB
- **include 3mm bleed on all four edges**

## Photoshop Files

- tiff files - with flattened layers or rasterised text (this will ensure text does not change)
- jpeg files - save as high quality jpeg to maintain quality
- CMYK or Spot colour - NOT RGB
- **include 3mm bleed on all four edges**
- 300dpi

## Emailing Artwork

- email artwork files under 10mb to: [print@inhouse.org](mailto:print@inhouse.org) AND [emma@inhouse.org](mailto:emma@inhouse.org)
- if your artwork files are larger than 10mb please call or email us for directions to our FTP website

## Bleed & Trim - IMPORTANT

- **3mm bleed is required on ALL 4 edges of artwork or CHARGES and DELAYS may apply** (bleed is extra background around the finished size of the document so the colour 'bleeds' off the edge of the page where cut, to ensure no white edges)
- the only time bleed is NOT required is when artwork is surrounded by white space on ALL pages
- refrain from putting objects and text closer than **3mm to the edge of the finished size** to ensure nothing on your artwork is cut off (therefore 6mm from the bleed)

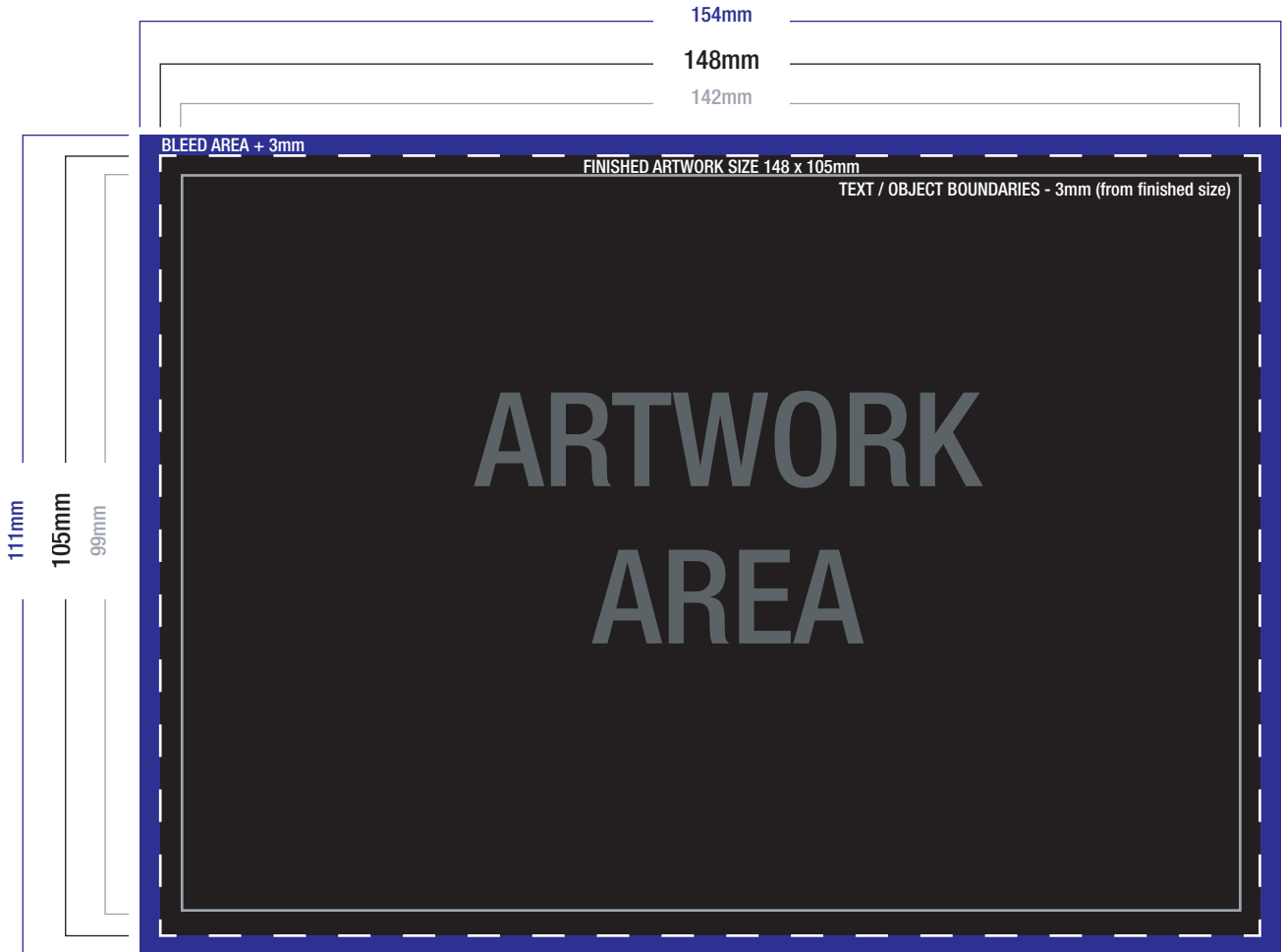
## 24 hour turnaround

- artwork supplied not to spec (eg without bleed) can result in DELAYS in printing, may need to be RESUPPLIED or may incur extra CHARGES to fix. **24 hr turnaround applies from when the correct artwork is received.**

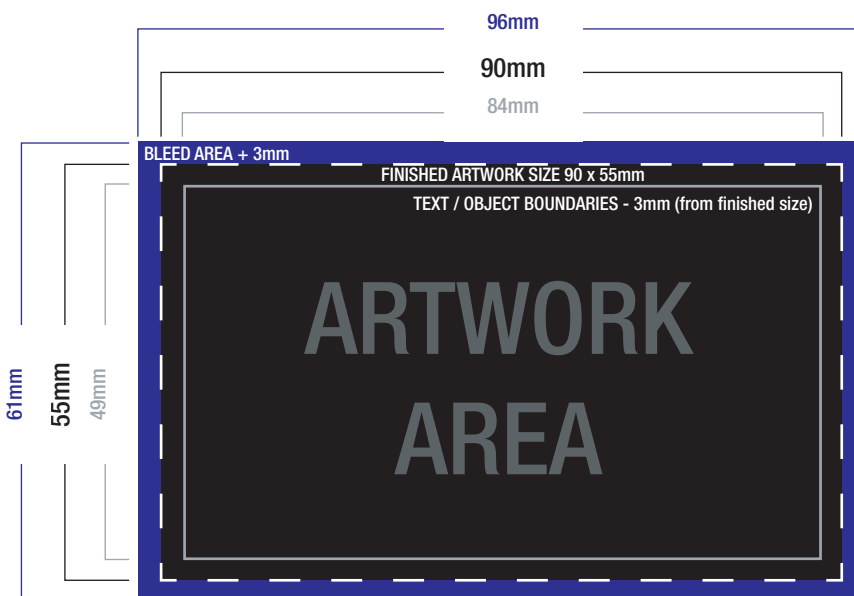
SIZE	FINISHED SIZE	FINISHED SIZE WITH BLEED	TEXT / OBJECT BOUNDARIES
	actual size of the flyer after cutting	3mm extra background on all four edges to ensure no white borders around your artwork	3mm area to keep text and objects inside to ensure nothing is cut off
BC	90 x 55 mm	96 x 61 mm	84 x 49 mm
A7	105 x 74 mm	111 x 80 mm	99 x 70 mm
A6	148 x 105 mm	154 x 111 mm	142 x 99 mm
A5	210 x 148mm	216 x 154 mm	204 x 142 mm
A4	210 x 297 mm	216 x 303 mm	204 x 291 mm
DL	210 x 99 mm	216 x 105 mm	204 x 93 mm
DDL	210 x 198 mm	216 x 204 mm	204 x 192 mm
A3	297 x 420 mm	303 x 426 mm	291 x 414 mm
A2	420 x 594 mm	426 x 600 mm	414 x 588 mm
pole posters	345 x 1000 mm	351 x 1006 mm	339 x 994 mm
if 2 colour, make sure PMS colours are selected (not cmyk)			

**If you have any questions about these specifications please email [tom@mainwaring.com.au](mailto:tom@mainwaring.com.au)**

**EXAMPLE** A6 Flyer



**EXAMPLE** BUSINESS CARD (standard size)



**FINISHED SIZE**  
actual size of the flyer after cutting

**FINISHED SIZE WITH BLEED**  
3mm extra background on all four edges to ensure no white borders around your artwork

**TEXT / OBJECT BOUNDARIES**  
3mm area to keep text and objects inside to ensure nothing is cut off