



Your guide to

POSTCARDS

SETTING UP AND SUPPLYING YOUR ARTWORK

Contents of this guide

- Pg 01** [Overview \(this page\)](#)
- Pg 02** [Setting up your artwork](#)
- Pg 03** [Templates](#)
- Pg 04** [Resolving common artwork rejection issues](#)

Personalised postcards are a brilliant, low-cost method of sending a message that stands out.

Whether it's a marketing follow-up, a friendly greeting or limited time offer, postcards can provide an often overlooked opportunity to communicate with audiences.

We want your Postcards to look their very best when you receive your order which is why we have put together this guide to help you achieve the best results possible. Following this guide will also help to avoid any frustrating delays on your order by reducing any artwork issues.

Creating artwork correctly isn't easy for everyone, particularly if you have little to no experience in design and print. We hope this guide is of help to you.

We strongly recommend that as well as referring to this guide, you download our artwork templates and use these to produce your design artwork. These templates are available to download as **InDesign** and **PDF** files.

Available sizes & orientation

A5 (148 x 210mm) Portrait and Landscape
 A6 (105 x 148mm) Portrait and Landscape
 Custom size

SETTING UP YOUR ARTWORK

In the example below we show: *A5 Landscape (210x 148mm)*



Example shown:
Layer window (InDesign)

Once your design is complete, please remove the 'Guide' layer. **Failure to remove will result in the guide layer printing over your artwork design.**

Finished size

This is the finished size of your product.

Safe area (5mm)

We recommend keeping important content like text, images, logos and other 'live matter' inside the white area.

Why? The safe area is the part of your print that will be hidden by the frame to give a perfect finish where the frame meets the print.

Bleed (3mm)

We require 3mm on all sides. Please do not include any important content within this area. Please extend your background artwork into this section.

Why? There is always a small amount of movement during our finishing process and extending your design into the 3mm bleed area compensates for this movement to give a perfect finish.

Colour

To get the best printing results, ensure your artwork and images are **CMYK**. If you use RGB, Pantone or spot colours in any element of your artwork, we will automatically convert them to CMYK which may change your colour profile.

Fonts

To eliminate any font issues please ensure all your fonts are '**Embedded**' or '**Converted to outlines**' before creating your PDF print file.

Image resolution

For optimum image print quality please ensure all your images are **300dpi** to **450dpi**. Anything lower than 300dpi will give poor image quality. Images higher than 450dpi will result in high file sizes.

Crop marks and bleed

Please ensure you include '**crop marks**' (offset 10mm) and '**document bleed**' when exporting your artwork file to PDF.

File format

Please supply file as: **Adobe PDF (Print)** format.
Ideally: PDF/X-1a: 2001

TEMPLATES

We strongly recommend that as well as referring to this guide, you download our artwork templates and use these to produce your design artwork. These templates are available to download as **InDesign** and **PDF** files.

Available templates

Portrait templates:

A5 (148 x 210mm) Portrait

A6 (105 x 148mm) Portrait

Landscape templates:

A5 (210 x 148mm) Landscape

A6 (148 x 105mm) Landscape

If using our InDesign template

Place your design within the 'Artwork' layer and delete the 'Guide' layer before exporting to your print ready PDF.

IMPORTANT: Failure to remove the 'Guide' layer provided in our template will result in the guides printing over your artwork design.

If using our PDF template

Delete all references to the template in your artwork file before exporting to your print ready PDF.

IMPORTANT: Failure to remove any template information will result in the template printing on your artwork design.

RESOLVING COMMON ARTWORK REJECTION ISSUES

Once you have created your order and uploaded your print ready PDF, it will be processed using the latest automated pre-press technologies. The PDF will be assessed for quality to ensure your order is produced to the highest possible standard. The PDF will also be checked against the order specification to highlight any possible discrepancies between the order and the artwork supplied.

The vast majority of Artwork Issues are caused by a few common errors:

Trim

The PDF trim dimensions do not match your order specification. I.e. A4 (210 x 297mm) PDF supplied but A5 (148 x 210mm) was ordered.

Image Resolution

Low resolution images are likely to appear blurred or pixelated when printed. Ideally all images should be supplied to 300 dpi as standard to maintain quality of reproduction.

How to resolve

Please ensure you download the correct size template for your order or amend your order specification to match your PDF artwork.

How to resolve

Dots per inch (dpi) is effected when images are scaled in your chosen software (e.g. InDesign). This is potentially problematic when making small images larger. If an image is 300dpi but scaled to a larger size the dpi will decrease proportionately.

To check dpi of your images in e.g. InDesign, select an image and navigate to the info panel (F8- Keyboard). The effective ppi indicates the resolution of the images after scaling. Don't worry if the resolution is more than 300 ppi (dpi), it will be optimised when the file is exported. However, images with low resolution cannot be optimised to be a higher resolution. If you have concerns regarding the resolution of your images, the best thing to do is use alternative images that are of a higher resolution.