

file specifications:

Please check that your file matches Steps 1 - 3, and corresponds to the sizes in the Instore or Outdoor guide. If you are unsure of any of the following information, please contact our printing department p. 02 9360 1714 ext 20 or 21 e. daniel@sydneyposters.com // melanie@sydneyposters.com

Step 1. Colour Space:

CMYK (digital and full colour offset orders)

Spot or Pantone Colours (screenprinting and special offset orders)

ADVANCED: • Toggle channels / separations in software to ensure that spots separate correctly, and have not been converted to CMYK.

- Ensure any blacks use 100% K, and that rich blacks have a max ink coverage of 250% - Our suggested rich black is C60% M50% Y40% K100%
- Tag pdf art if using common industry ICC profiles • Embed ICC profiles if using custom profiles, or if unsure.

Step 2. File Types:

Preferred:

PDF

Accepted:

Outlined EPS / TIFF / JPG (CMYK),
INDD Package Folder

Not Recommended:

INDD / AI / JPG (RGB)

Not Accepted:

Quark Express / Microsoft Office

Step 3. File Setup: refer also to the diagram below.

No crop marks



No registration bars



File should be trim size + 3mm bleed unless specified

Fonts to be embedded or outlined

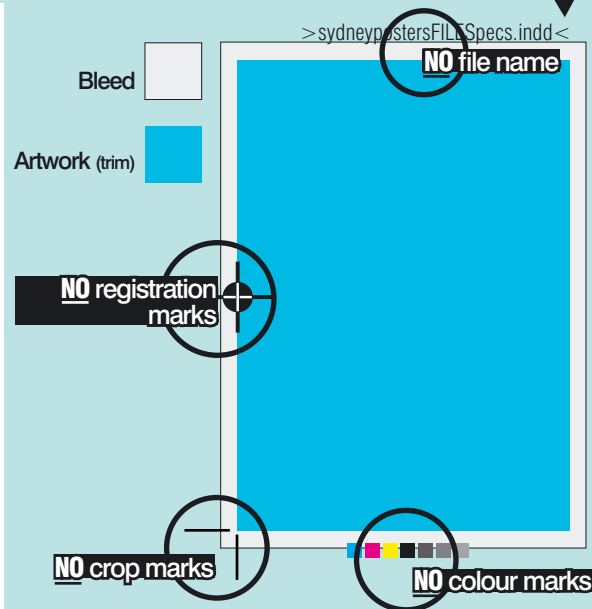


Instore Size Guide:

3mm bleed is added to each side

Size	Trim	With Bleed
A0 Poster	1189 x 841 mm	1195 x 847 mm
A1 Poster	841 x 594 mm	847 x 600 mm
A2 Poster	594 x 420 mm	600 x 426 mm
A3 Poster	420 x 297 mm	426 x 303 mm
A4 Flyer	210 x 297 mm	216 x 303 mm
A5 Flyer	148.5 x 210 mm	154.5 x 216 mm
A6 Postcard	105 x 148.5 mm	111 x 154.5 mm
A7 Flyer	74 x 105 mm	80 x 111 mm
Business Card	90 x 55 mm	96 x 61 mm
Business Card (slim)	90 x 50 mm	96 x 56 mm
DL Flyer	99 x 210 mm	105 x 216 mm

Any custom sizes, please add 3mm bleed to each side



Outdoor Size Guide:

Offset Printing

• 3mm bleed is added to each side

Screen Printing

• No bleed is required, 15mm white border

SIZE		TRIM	WITH BLEED	SIZE		PRINT AREA	TRIM
Tall Poster		350 x 1000 mm	356 x 1006 mm	Tall Poster	(Vertical Only)	350 x 990 mm	380 x 1020 mm
1 sheeter		700 x 1000 mm	706 x 1006 mm	1 Sheeter		730 x 990 mm	760 x 1020 mm
2 sheeter	(2 pieces)	1000 x 1400 mm	1006 x 1406 mm	2 Sheeter	(1 piece)	980 x 1480 mm	1020 x 1520 mm
4 sheeter	(4 pieces)	1400 x 2000 mm	1406 x 2006 mm	4 Sheeter	(2 pieces)	1480 x 1960 mm	1520 x 2040 mm

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