

PROMOTIONAL MATERIAL

BROCHURES & FLYERS - Print Specifications

Print single or double sided in full colour, on 170gsm paper.

Laminate is optional in either single or double sided. Which is then available in either matte or gloss; for a real professional finish.

Front & Back Panel Size: Prepare your file:

A6	105 x 148mm	115 x 158mm (allows for a 5mm bleed)
A5	148.5 x 210mm	158.5 x 220mm (allows for a 5mm bleed)
A4	210 x 279.4mm	220 x 289.4mm (allows for a 5mm bleed)
A3	297 x 421mm	307 x 431mm (allows for a 5mm bleed)
DL	100 x 210mm	110 x 220mm (allows for a 5mm bleed)

1. Provide files with a **5mm bleed** all the way around the document & supply fonts if possible.
2. We also recommend a 5mm margin. To ensure no loss of information during the trimming process, please do not place any critical information closer than 5mm from the crop edge of the document.
3. All files must have a colour profile embedded.
If working in **RGB** please use sRGB IEC1966-2.1 or Adobe RGB 1998.
If working in **CMYK** please use GRACol 206 (ISO 12647-2:2004) or Euroscale Coated v2.
Please avoid using the default Photoshop option of US Web Coated (SWOP)v2 as this is designed for American printing.
4. Photoshop files can be submitted as jpegs, flattened tifs and psds at **300 dpi, 8 bit**.
5. InDesign files can be submitted, however please ensure that the file has been "packaged" through the preflight menu to include fonts, high-resolution images and graphics.
6. PDF files can also be submitted ensuring the file is exported or saved including document bleed.
7. We can provide templates for all your press printing needs. They are available in Photoshop or InDesign format, complete with bleeds, margins, crop & fold marks plus instructions. Please do not resize these templates.
8. Clients will be required to "sign off" on a proof for any design work prior to the job being printed. Once the proof has been approved Fitzgerald Photo Imaging accepts no responsibility.

*Custom sizes available - we will happily quote for you.

* Press printing produces a fantastic, consistent result for promotional and marketing material. Whilst we take as much care as possible with our colour management, it is important to understand that press printing has a smaller colour gamut than photographic printing and colours will appear slightly different.