

WOODLAND PRINT & DESIGN

SUPPLIED ARTWORK SPECIFICATIONS:

Artwork files (that require no design) are to be supplied as a PDF using the Adobe 'Press Quality PDF' preset. File formats such as Word, PowerPoint, Publisher cannot be accepted. Please convert these to a Press Ready PDF.

If any content is printed right to the edge of the sheet (there are no white borders) you need to include between 3mm — 10mm bleed (see individual specs on the right for the exact amount of bleed required) to all four edges. *If you need more detailed information on bleed, see page 3.*

Important content such as text and logos should be kept at least 3mm from the edge.

All fonts used should be outlined if possible.

Please see diagrams* below for requirements on specific items.

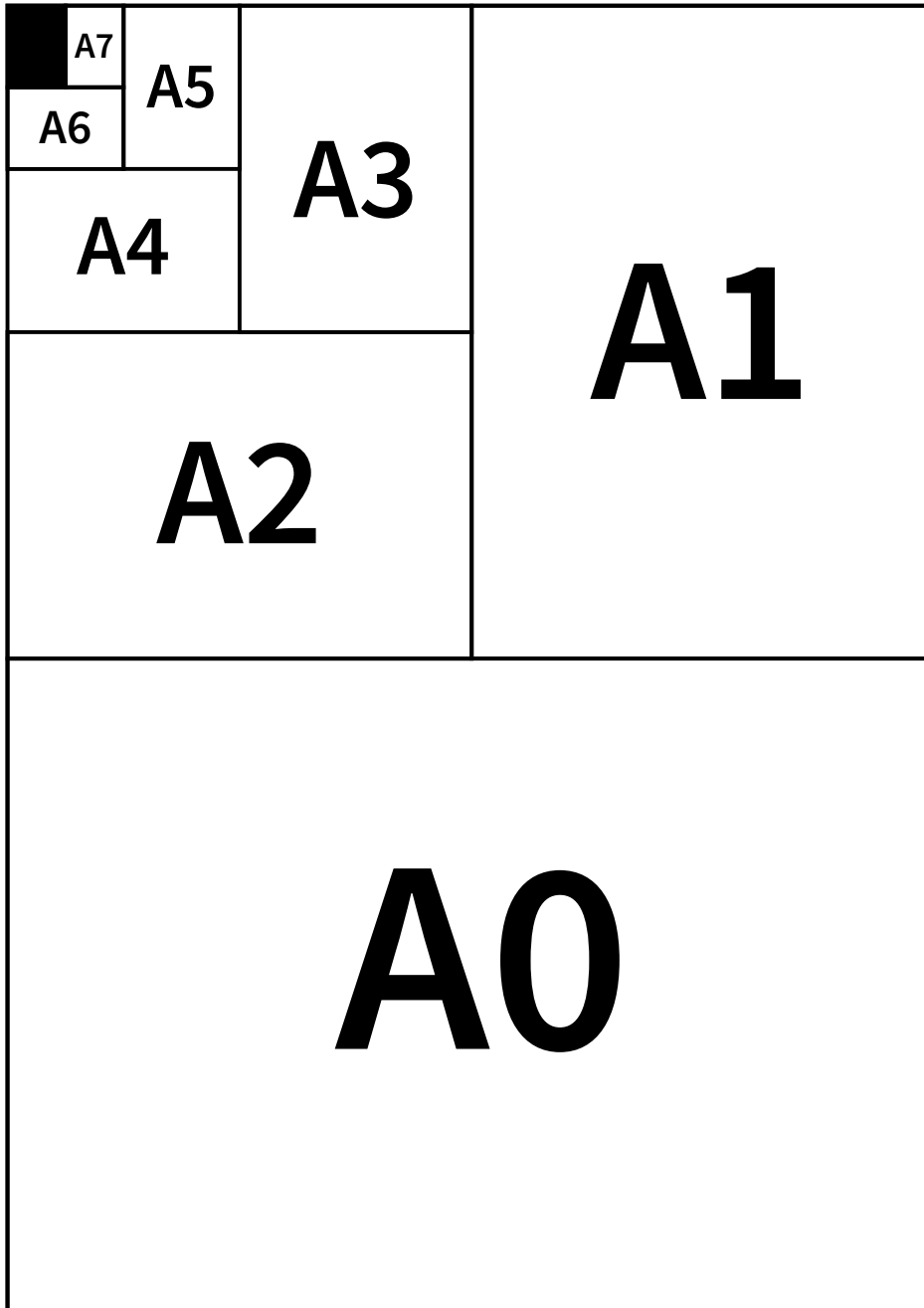
To get a rough idea of how your artwork will look once printed, print out a copy on your own printer, on a good quality paper if possible. If you have any concerns with quality let us know.

**The included diagrams are for illustrative purposes only and may not be at actual size. Please refer to descriptions for individual product specs.*

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WOODLAND PRINT & DESIGN
SUPPLIED ARTWORK SPECIFICATIONS:

ISO PAPER SIZES

Dimensions (mm x mm):

A7 = 74 x 105

A3 = 297 x 420

A6 = 105 x 148

A2 = 420 x 594

A5 = 148 x 210

A1 = 594 x 841

A4 = 210 x 297

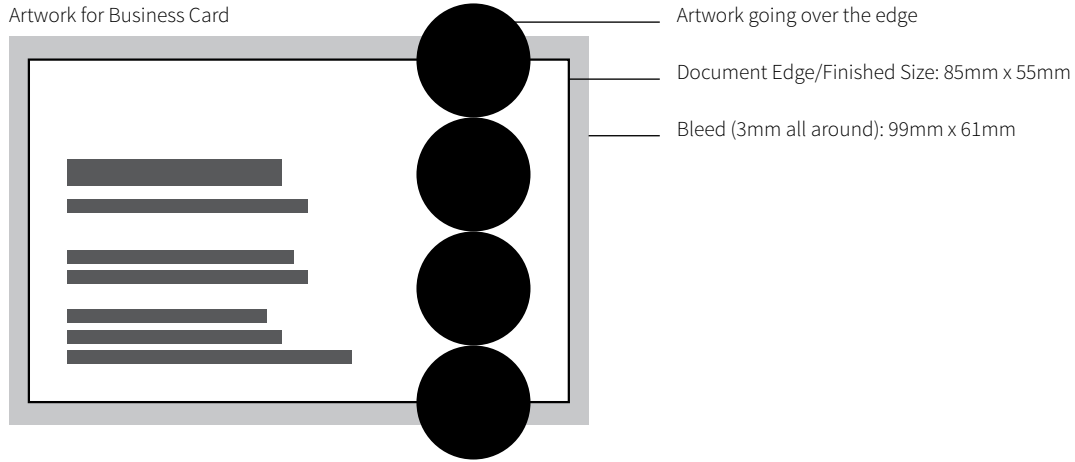
A0 = 841 x 1189



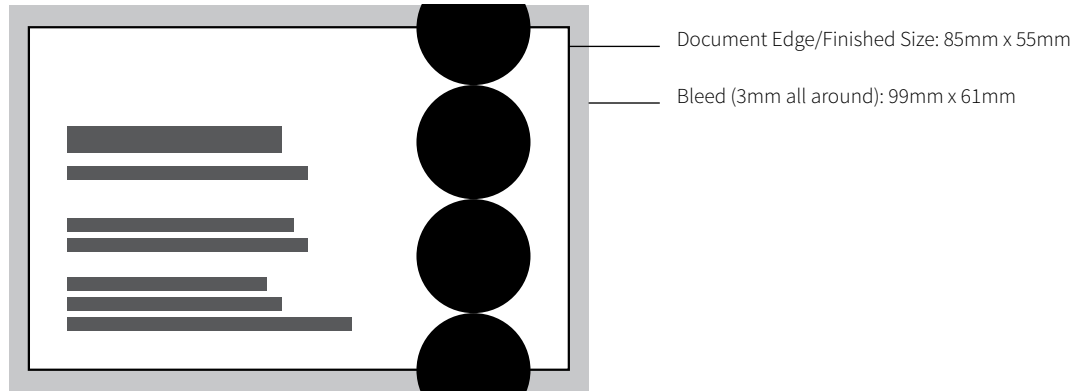
Keep your design to an ISO size to make it more economical to produce. Printing presses are set up for ISO dimensions, and envelopes, folders etc. are made in sizes to hold them.



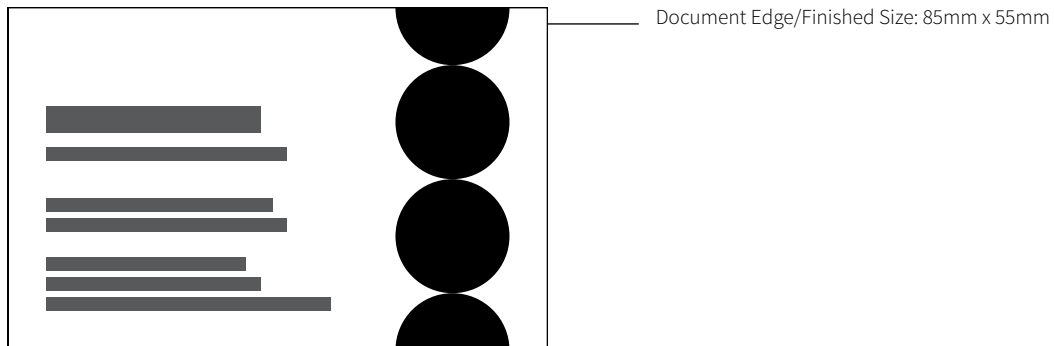
Artwork for Business Card



Artwork for Business Card inside bleed area



Finished Business Card with bleed trimmed off



WOODLAND PRINT & DESIGN SUPPLIED ARTWORK SPECIFICATIONS:

BLEED

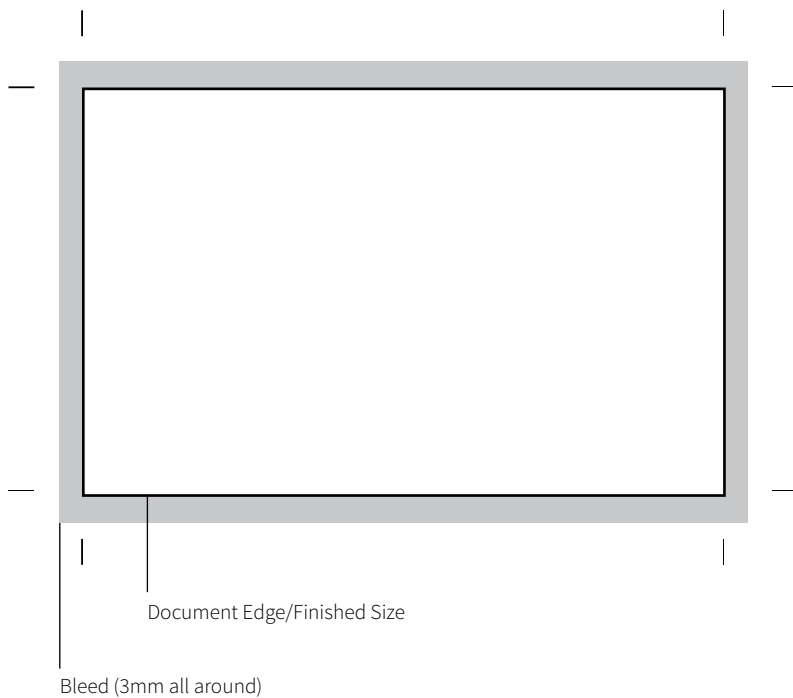
Bleed is a printing term that is used to describe setting up a document which has elements that touch the edge of the page (leaving no white margin).

To achieve this, the artwork must be set up to a size bigger than the size of the final piece. This is usually 3mm extra to each edge. After printing, it's trimmed down to the correct size.

On the left is an example of how to set up a business card with bleed. The final size of the card is 85mm x 55mm. The bleed area is 3mm – therefore the size of the artwork needs to be 91mm (85mm + 3mm + 3mm) x 61mm (55mm + 3mm + 3mm).

After printing, the 3mm bleed on each edge is trimmed off leaving the final card at 85mm x 55mm with the artwork on the card running up to the edge.

Bleed is usually 3mm but on some larger items it can go up to 10mm. Please refer to the individual specs on the following pages for how much bleed is required.



WOODLAND PRINT & DESIGN
SUPPLIED ARTWORK SPECIFICATIONS:

BUSINESS CARDS

Dimensions: 85mm x 55mm or 90mm x 50mm

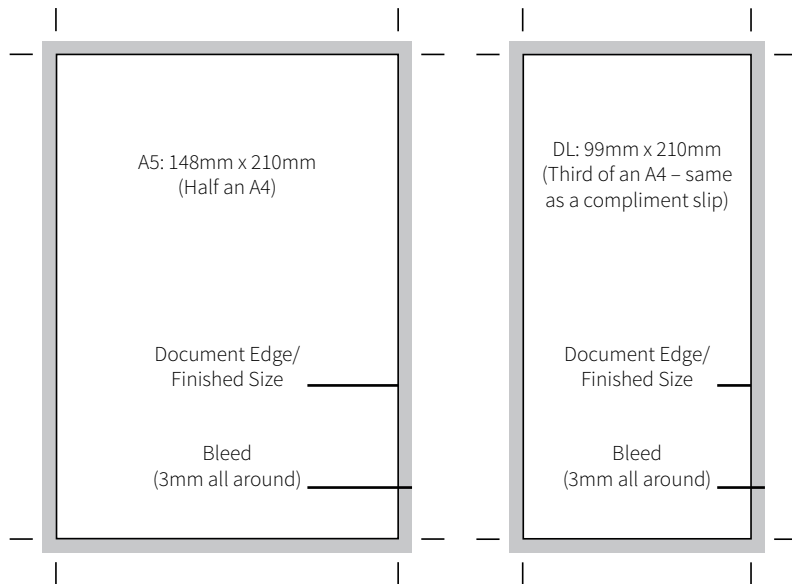
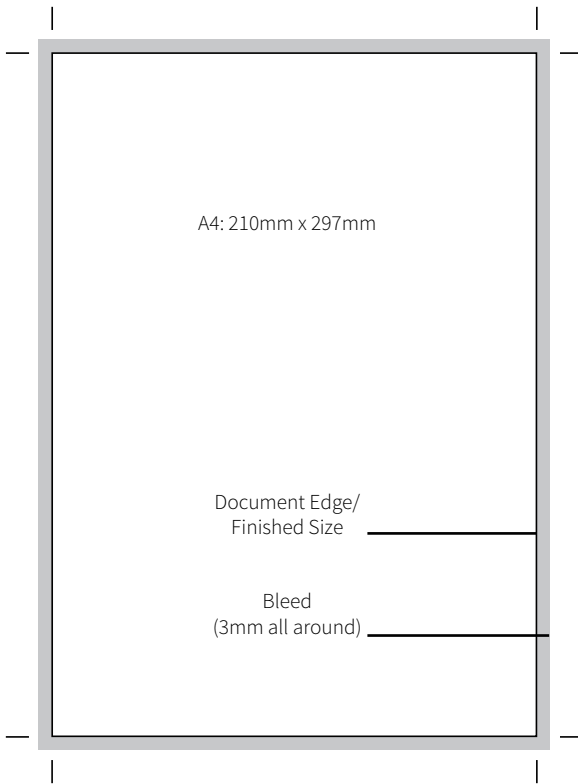
Bleed: 3mm



Use the 85mm x 55mm size as this is the size of a credit card – easy for someone to keep your card in their wallet.

ARTWORK CHECKLIST:

- ✓ The size is 85mm x 55mm or 90mm x 50mm
- ✓ If it's a double sided card there's artwork for both sides
- ✓ If there are images or a background going to the edge 3mm bleed is included
- ✓ Important content is *at least* 3mm from the document edge
- ✓ Is it saved/exported as an Adobe Press Ready PDF



WOODLAND PRINT & DESIGN
SUPPLIED ARTWORK SPECIFICATIONS:

FLYERS

Dimensions (usually):

A4: 210mm x 297mm | **A5:** 148mm x 210mm | **DL:** 99mm x 210mm

Bleed: 3mm

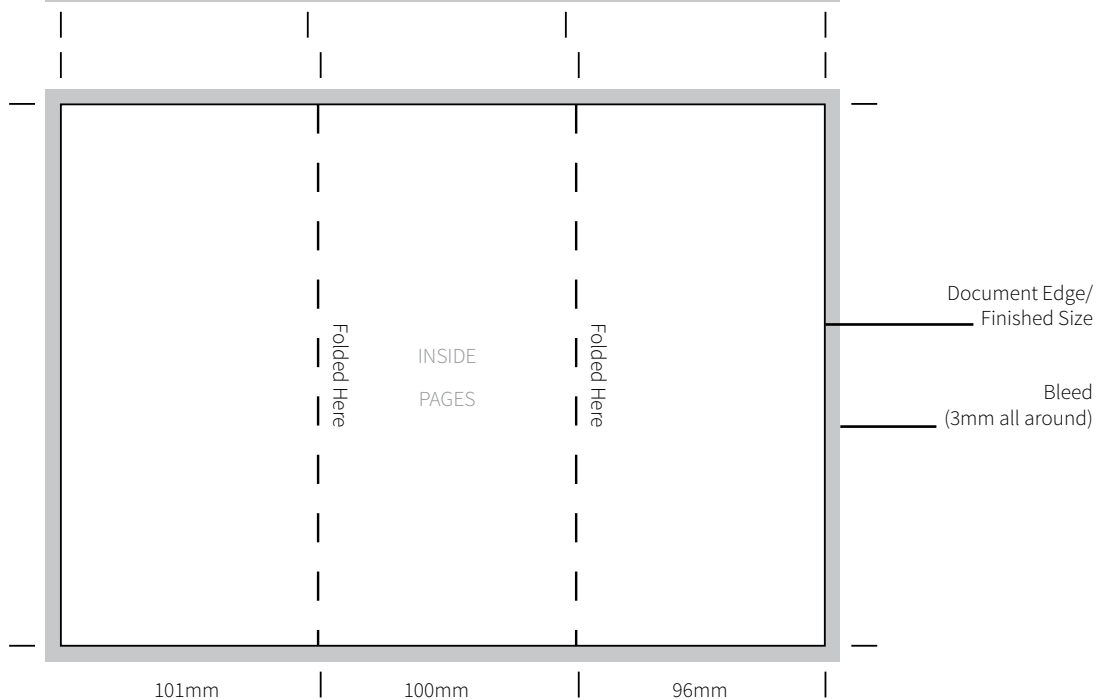
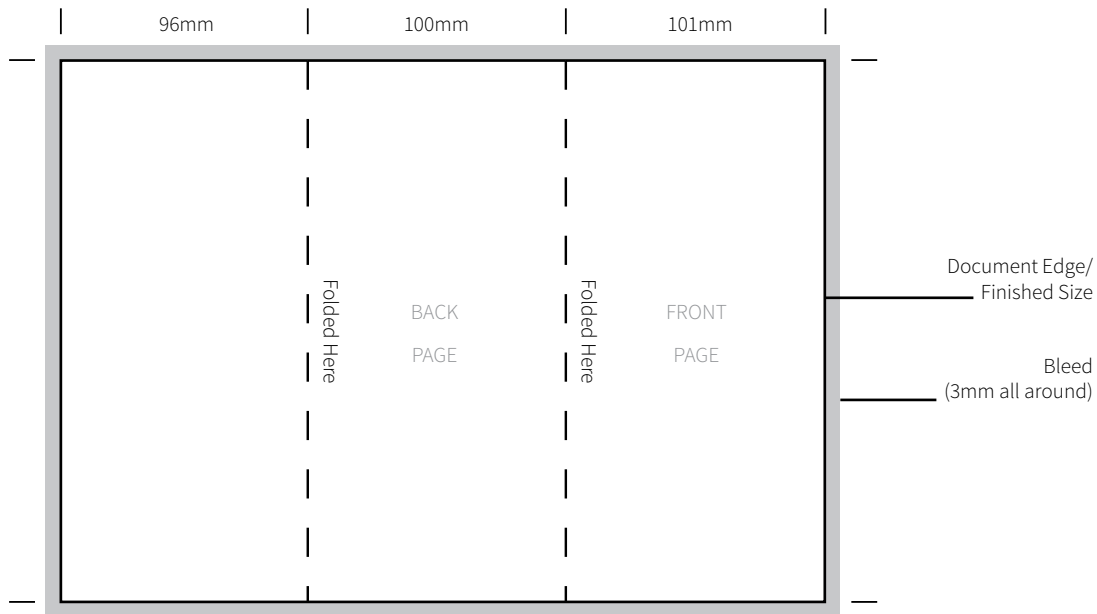


If you're designing a flyer it might be a good idea to check with us first about what format would be more economical (single sided A4 v's double sided A5 for example).

ARTWORK CHECKLIST:

- ✓ If it's a double sided flyer is there artwork for both sides?
- ✓ If there are images or a background going to the edge 3mm bleed is included
- ✓ Important content is *at least* 3mm from the document edge
- ✓ Is it saved/exported as an Adobe Press Ready PDF





WOODLAND PRINT & DESIGN
SUPPLIED ARTWORK SPECIFICATIONS:

A4 FOLDED TO DL LEAFLET

Dimensions:

A4 (297mm x 210mm)

Individual Panels:

96mm | 100mm | 101mm
 (101mm | 100mm | 96mm on
 the opposite side)

Bleed: 3mm

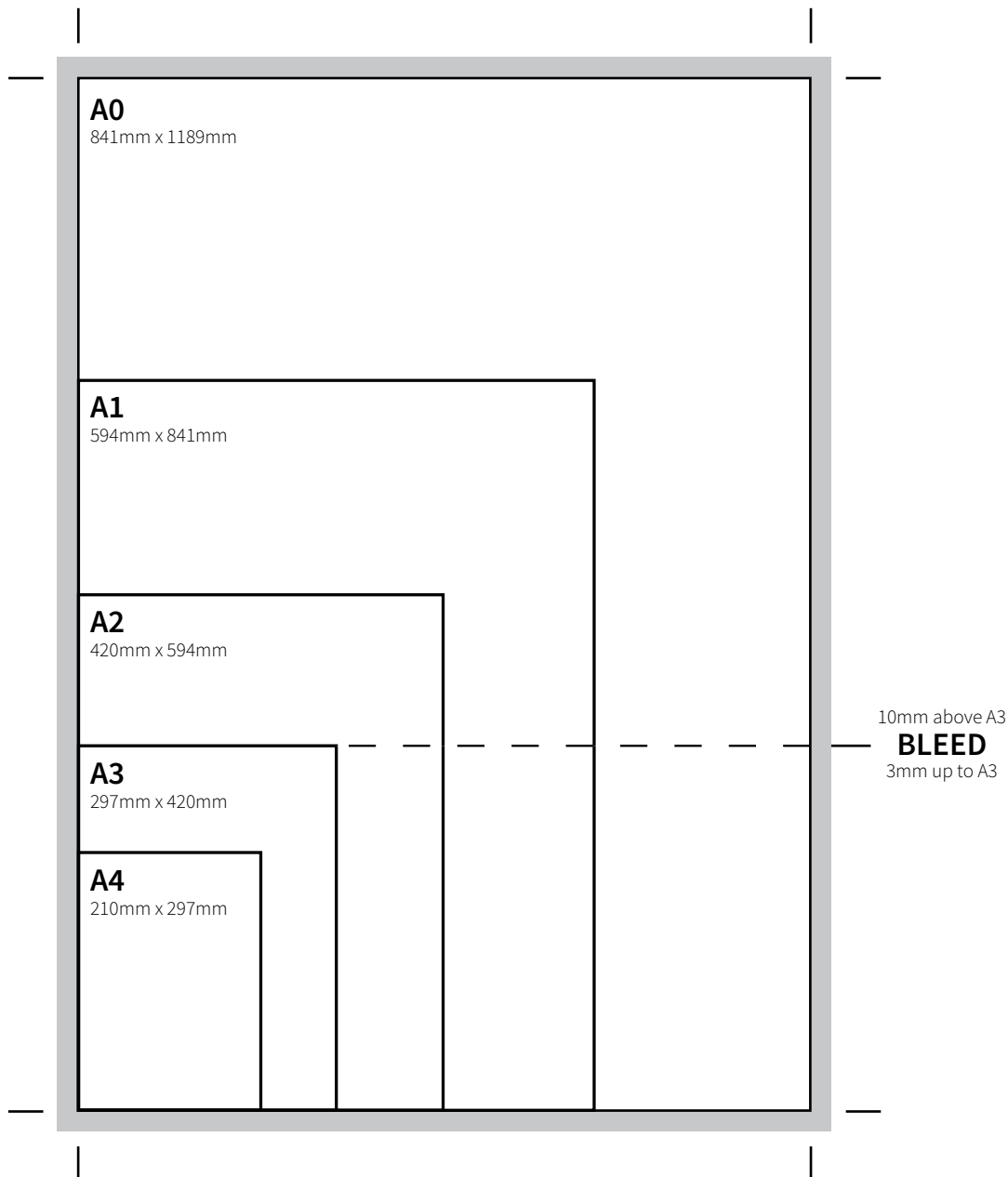


The reason the panels are not exactly the same width is to make them fold together better. For the best legibility keep lines of text from running over the fold.

ARTWORK CHECKLIST:

- ✓ The overall size is 210mm x 297mm
 (101mm + 100mm + 96mm x 210mm)
- ✓ There's no text running across the folds?
- ✓ If there are images or a background going to the edge 3mm bleed is included
- ✓ Important content is *at least* 3mm from the document edge
- ✓ Is it saved/exported as an Adobe Press Ready PDF





WOODLAND PRINT & DESIGN
SUPPLIED ARTWORK SPECIFICATIONS:

POSTERS

Dimensions: See chart on the left for common poster sizes.

Bleed: Up to A3: 3mm, **above A3:** 10mm

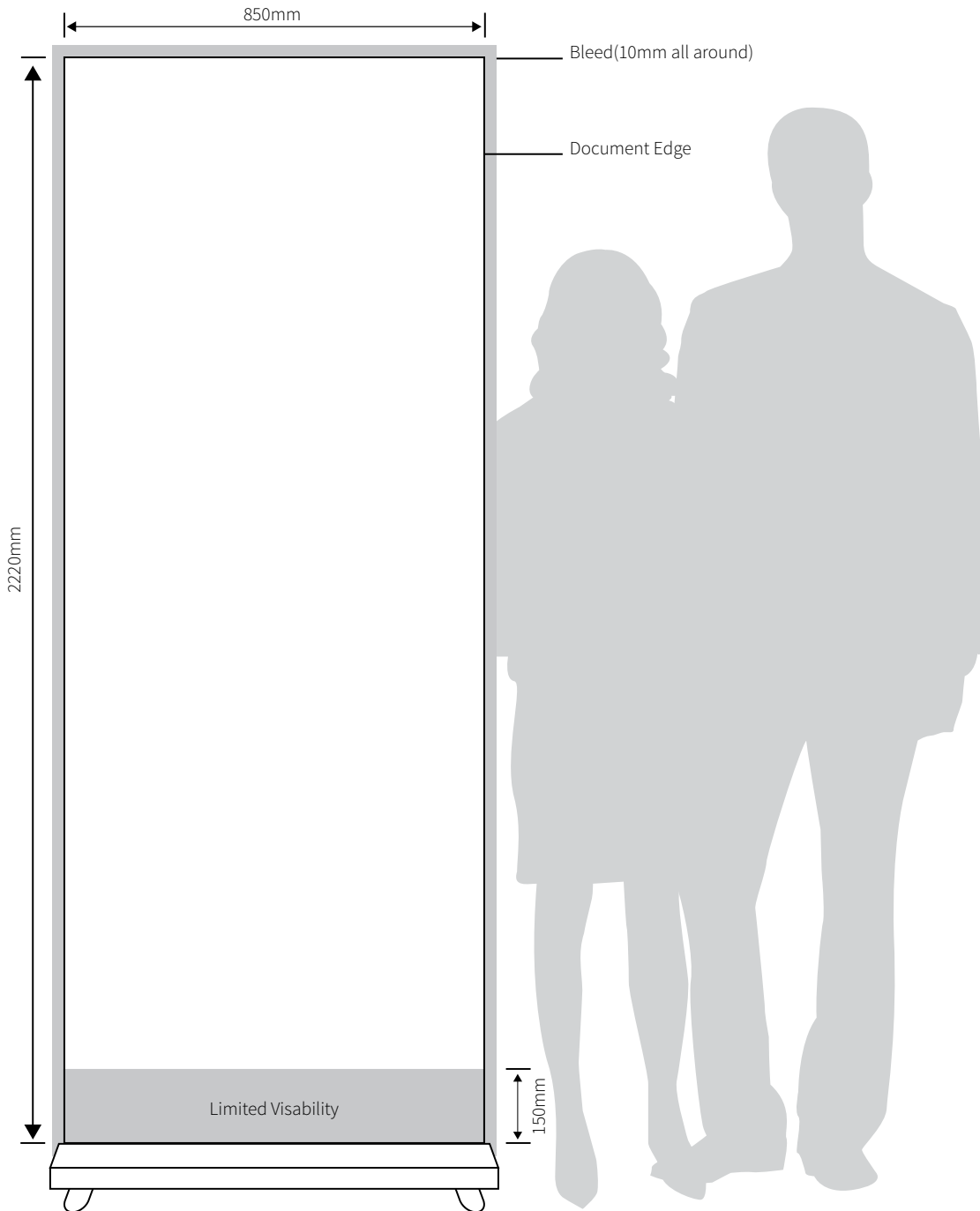


Bigger isn't always better. If you're hanging posters on notice boards or in public, available space may be limited, so a smaller poster may be better.

ARTWORK CHECKLIST:

- ✓ The size is one of the sizes on the left (other sizes are possible – contact our Sales Team for details).
- ✓ If there are images or a background going to the edge, the necessary bleed – as shown on the left – is included
- ✓ Important content is *at least* 3mm from the document edge
- ✓ Is it saved/exported as an Adobe Press Ready PDF





WOODLAND PRINT & DESIGN
SUPPLIED ARTWORK SPECIFICATIONS:

INTERCHANGABLE PULL-UP

Dimensions: 850mm x 2220mm

Bleed: 10mm. Also note, the last 150mm curves around the roller in the stand so only have background graphics/colours from there down.

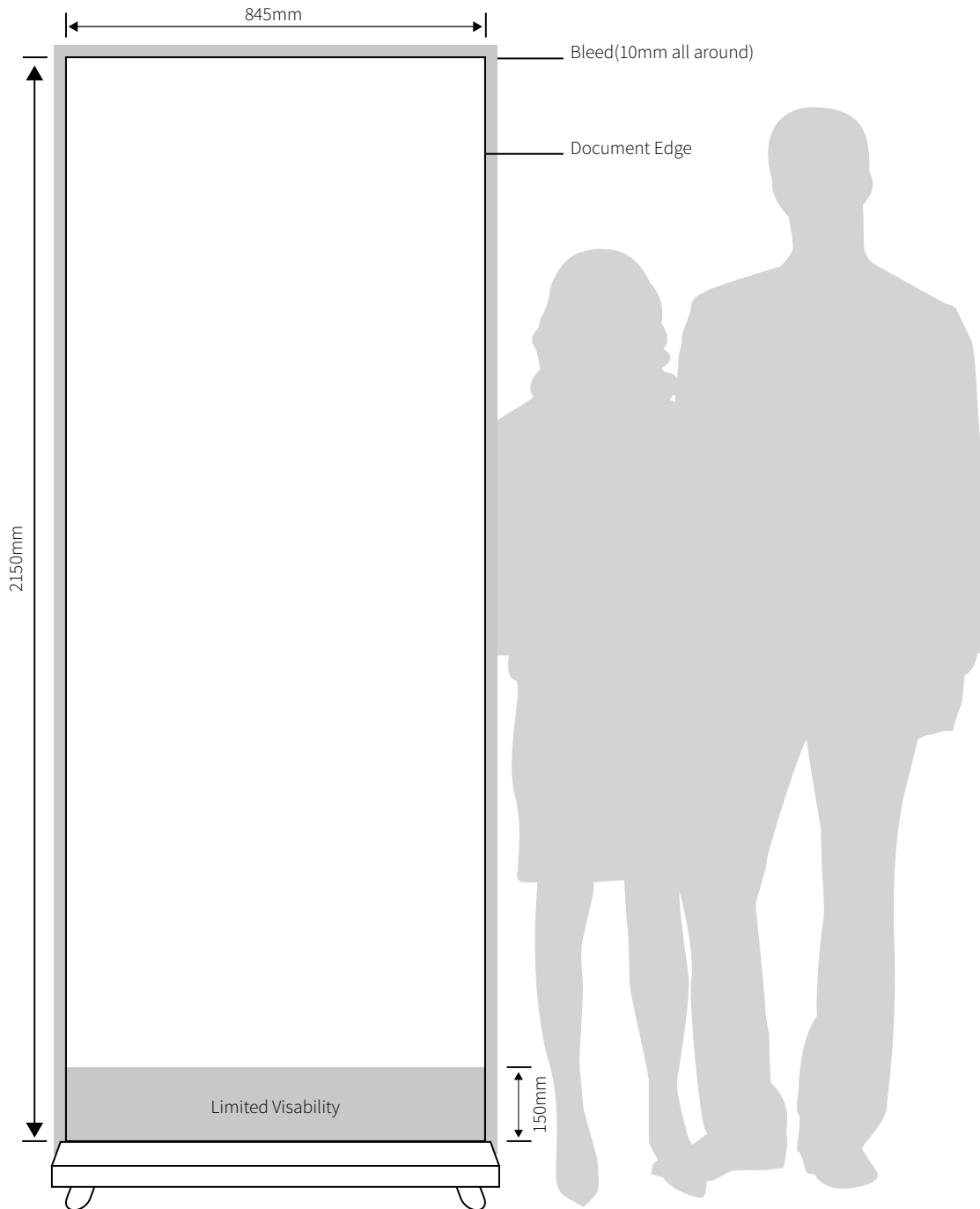


Keep important, attention grabbing graphics as high as possible — the further down the banner you go graphics become the less noticeable and more difficult to read.

ARTWORK CHECKLIST:

- ✓ The size is 850mm x 2220mm
- ✓ If there are images or a background going to the edge 10mm bleed is included
- ✓ No important graphics are less than 150mm from the end
- ✓ Important content is *at least* 10mm from the document edge
- ✓ It's saved/exported as an Adobe Press Ready PDF





WOODLAND PRINT & DESIGN
SUPPLIED ARTWORK SPECIFICATIONS:

PERMANENT PULL-UP

Dimensions: 845mm x 2150mm

Bleed: 10mm. Also note, the last 150mm curves around the roller in the stand so only have background graphics/colours from there down.

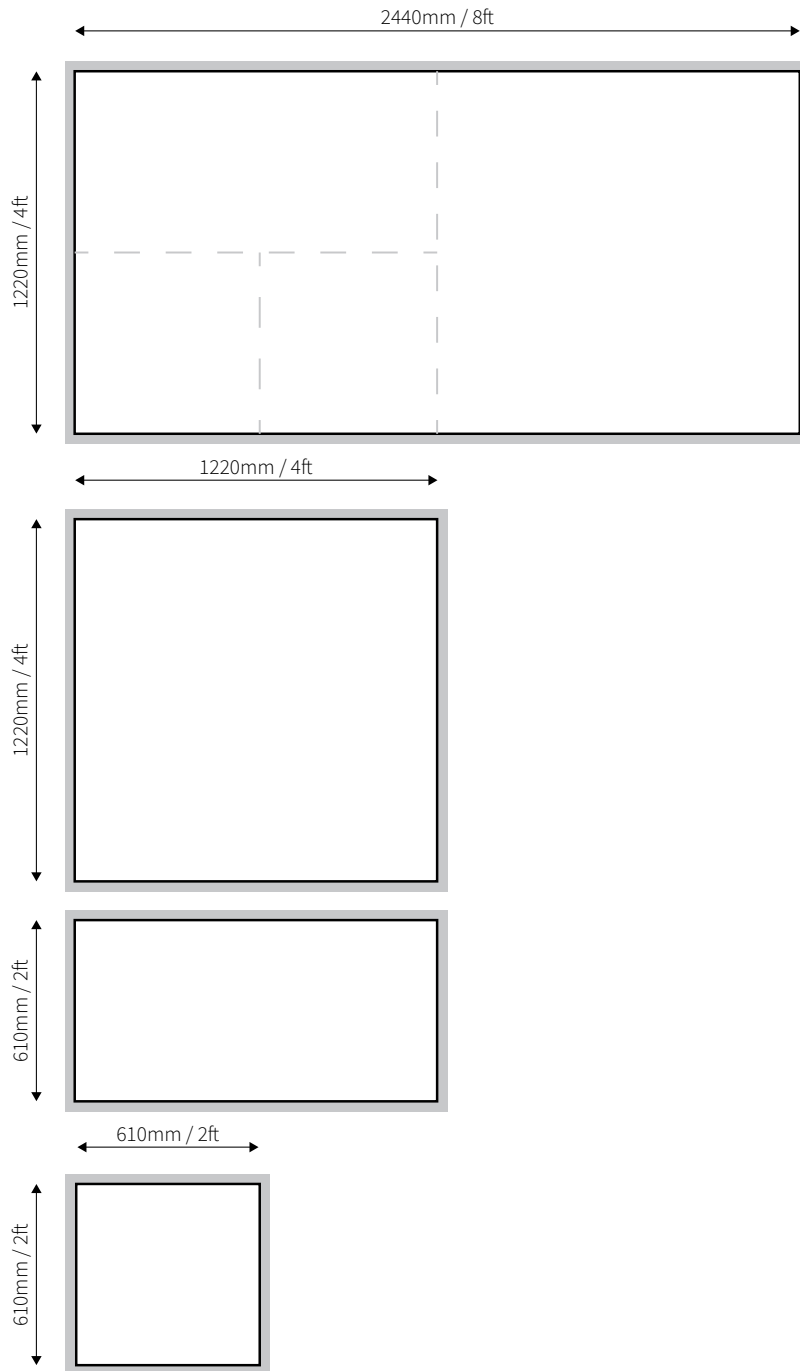


Keep important, attention grabbing graphics as high as possible — the further down the banner you go graphics become the less noticeable and more difficult it is to read.

ARTWORK CHECKLIST:

- ✓ The size is 845mm x 2150mm
- ✓ If there are images or a background going to the edge 10mm bleed is included
- ✓ No important graphics are less than 150mm from the end
- ✓ Important content is *at least* 10mm from the document edge
- ✓ It's saved/exported as an Adobe Press Ready PDF





WOODLAND PRINT & DESIGN SUPPLIED ARTWORK SPECIFICATIONS:

SIGNAGE

Dimensions: 2440mm x 1220mm / 8ft x 8ft Boards approx.
Other sizes would ideally be sections of. Larger sizes are available, contact us for details.

Bleed: 10mm



Signs made from half, quarter etc. sections are the most economical to produce – see the dimensions on the left.

ARTWORK CHECKLIST:

- ✓ The size is 2440mm x 1220mm / 8ft x 8ft or sections of it.
- ✓ If there are images or a background going to the edge 10mm bleed is included
- ✓ Important content is *at least* 3mm from the document edge
- ✓ It's saved/exported as an Adobe Press Ready PDF





WOODLAND PRINT & DESIGN
SUPPLIED ARTWORK SPECIFICATIONS:

VOUCHERS/ TICKETS – LOOSE

Dimensions: DL 210mm x 99mm

Bleed: 3mm

Perforation for stub: At least 50mm from the left edge

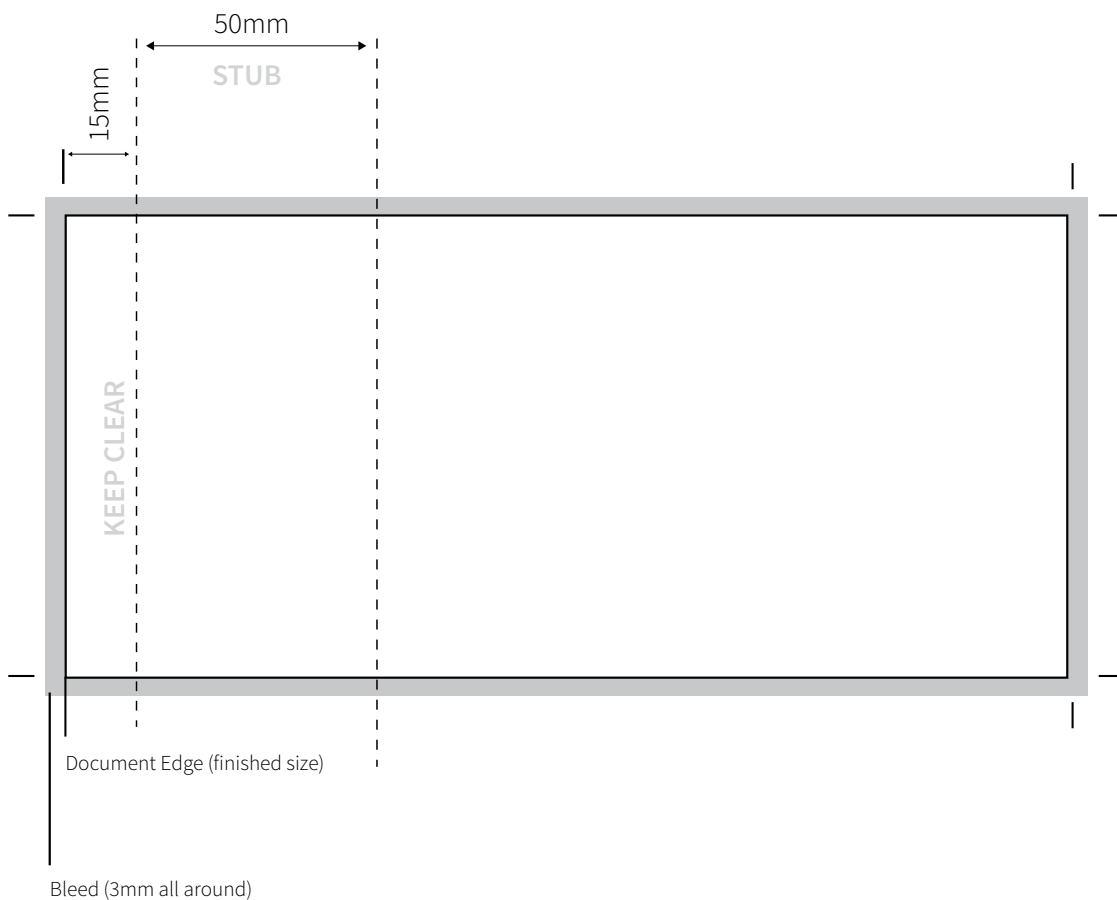


If the ticket or voucher has a stub, both the ticket and stub must fit into the overall dimensions. Also allow a box (at least 10mm x 30mm) for numbering on each side of the stub.

ARTWORK CHECKLIST:

- ✓ The size is DL (210mm x 99mm)
- ✓ If there are images or a background going to the edge 3mm bleed is included
- ✓ The perforation is at least 50mm from the edge
- ✓ Space has been left on both sides of the perforation for a serial number
- ✓ Important content is *at least* 3mm from the document edge
- ✓ It's saved/exported as an Adobe Press Ready PDF





WOODLAND PRINT & DESIGN
SUPPLIED ARTWORK SPECIFICATIONS:

VOUCHERS/ TICKETS – BOOKS

Dimensions: DL (Recommended): 210mm x 99mm

Bleed: 3mm with 25mm on the left, free of artwork, for binding

Perforation for stub: At least 50mm from the left edge

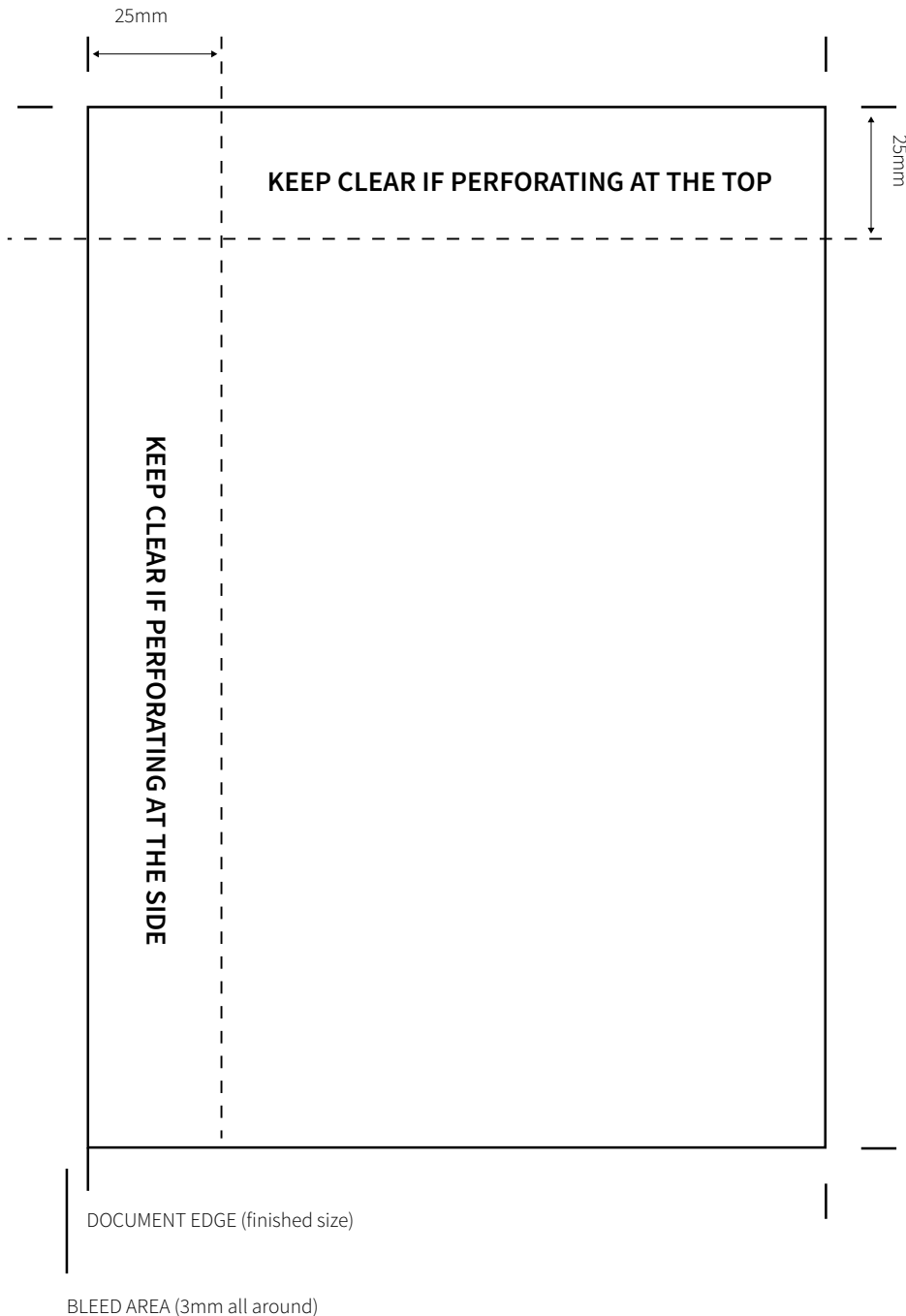


If the ticket or voucher has a stub, both the ticket and stub must fit into the overall dimensions. Also allow a box (at least 10mm x 30mm) for numbering on each side of the stub.

ARTWORK CHECKLIST:

- ✓ The size is DL (210mm x 99mm)
- ✓ If there are images or a background going to the edge 3mm bleed is included
- ✓ The perforation is at least 50mm from the edge
- ✓ Space has been left on both sides of the perforation for a serial number
- ✓ Important content is *at least* 3mm from the document edge
- ✓ It's saved/exported as an Adobe Press Ready PDF





WOODLAND PRINT & DESIGN
SUPPLIED ARTWORK SPECIFICATIONS:

DOCKET/RECEIPT BOOKS

Dimensions:

Either A4 (210mm x 297mm)

Bleed: 0mm (bleed or printing to the edge isn't possible)

Perforation: At least 25mm from the top edge or left edge



Depending on if you need duplicates and how many you need will affect how many copies of the form/receipt there are per book.

ARTWORK CHECKLIST:

- ✓ The size is A4 (210mm x 297mm)
- ✓ There's no bleed or no artwork going to the edge of the sheet
- ✓ The perforation is at least 25mm from either the top or the left edge (depending on where you want it perforated)
- ✓ Important content is *at least* 3mm from the document edge
- ✓ It's saved/exported as an Adobe Press Ready PDF

