

14.C.II - Supplying Artwork for Print: Guidelines

The following guidelines will help you to help us when submitting your artwork for a trouble free print run. If you are experiencing any problems please call **(08) 9493 0477** or email design@quickmail.com.au and our experienced designers will gladly give you some guidance.

FILE FORMAT: Please supply a print ready PDF ensuring all fonts are embedded. Where required, please list all fonts used within your layout.

METHODS OF SUPPLY: Artwork can be supplied on either:

- CD or DVD
- USB memory stick or external harddrive
- Email: when sending files via email, please inform us of the computer platform you send from e.g. Mac or PC. The size of computer files should not exceed 5MB.
- An account with Dropbox can be set up by request

Please supply ALL relevant computer files. Where possible, please compress the file to a zipped file. Please clearly label ALL files.

PREFERABLE SOFTWARE: We advice that for both Mac & PC that artwork be generated in the following programs:

- InDesign
- Photoshop
- Illustrator

IMAGES: For optimum quality images, please ensure all images have a minimum resolution of 300 dpi (150 lpi). All images should be imported at 100%. Images for four colour process jobs must be saved as CMYK.

SIZE: All print ready PDFs need to be supplied at the correct size and include 3mm bleed where necessary.

BLEED: Bleed is an essential part of creating artwork for print. Where background elements and images extend beyond the actual dimensions of the document, please ensure that the PDF is saved with 3mm of bleed. This prevents unwanted white borders around the edges of a printed document after it has been trimmed.

COLOUR MODE: It is essential for all full colour printing to be created and saved using the CMYK Colour Mode. Quickmail cannot take responsibility for any unexpected results experienced from artwork supplied in non-CMYK colours.

SPOT COLOURS: Please specify Pantone Spot Colours when placing your order. If you are unsure, contact us for more guidance.

AMENDMENTS: We aim to check and prepare all artwork as soon as it is received. Should you need to amend your artwork and re-supply it, you must notify us as soon as possible. If there files are complex and take significant time to prepare for print, a charge may be incurred for re-supplied files.