

Prepress-Ready PDFs: Guidelines & Specifications

Content

- Ensure all images are 300ppi or higher.
- Do not use RGB images.
- Colors should separate out correctly as CMYK or spot.
- Ink coverage cannot exceed 300%.
- Embed or outline all fonts.

Placement

- All background elements should include a bleed of at least 1/8" (including into windows).
- Text, logos, and other important components must clear all folds and edges (including windows and seal flap covering) by 1/8".
- Wrap of 1/16" is recommended* for the top and bottom of the face on full color jobs; 1/8" minimum wrap on the sides of the face is recommended, but should be fully extended if possible.

*Any art kept on the folds will be held as tightly as possible, but there may be some variation during production.

- Pull in art on the side flaps 1/8" leaving an area of white space on both sides.

