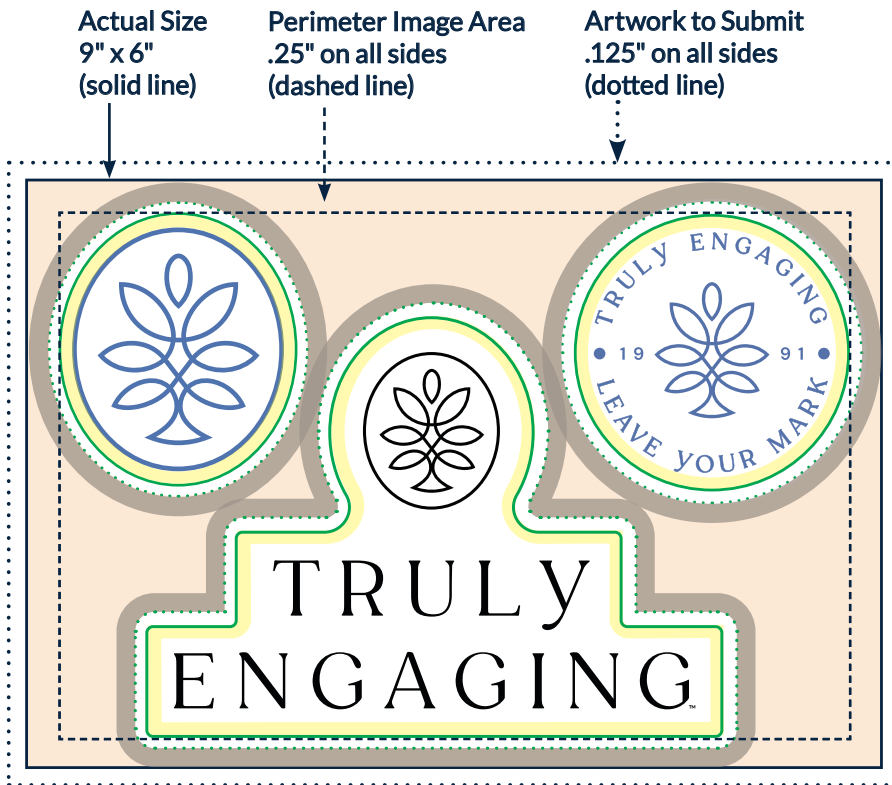


Flair Mail Postcard Specifications



Perimeter Artwork Details

Size is 9" x 6".
(solid line in the diagram)

Keep all important information within the safety of .25" on all sides. Text or graphics beyond this point may get cut off.
(dashed line in the diagram)

Allow .125" bleeds on all sides.
(dotted line in the diagram)

Artwork to submit is 9.25" x 6.25".
Artwork must be 300dpi
(2775px x 1875px).

Kiss-Cut Details

Allow .0625" inner margin between the individual sticker artwork and the die line. Text or graphics beyond this point may get cut.
(yellow area on diagram)

Allow .0625" bleeds around all die lines.
(green dotted line in the diagram)

Allow .25" between each sticker.
(gray area in the diagram)

Additional Tips

Be aware that intricate die lines may present production problems. We will review your artwork and offer suggestions if there are any concerns.

Tight areas and sharp corners are not recommended.

How to Set Up and Send Files

Our preferred method for accepting files with custom die lines is via a fully packaged InDesign Zip archive that contains all fonts and linked artwork.

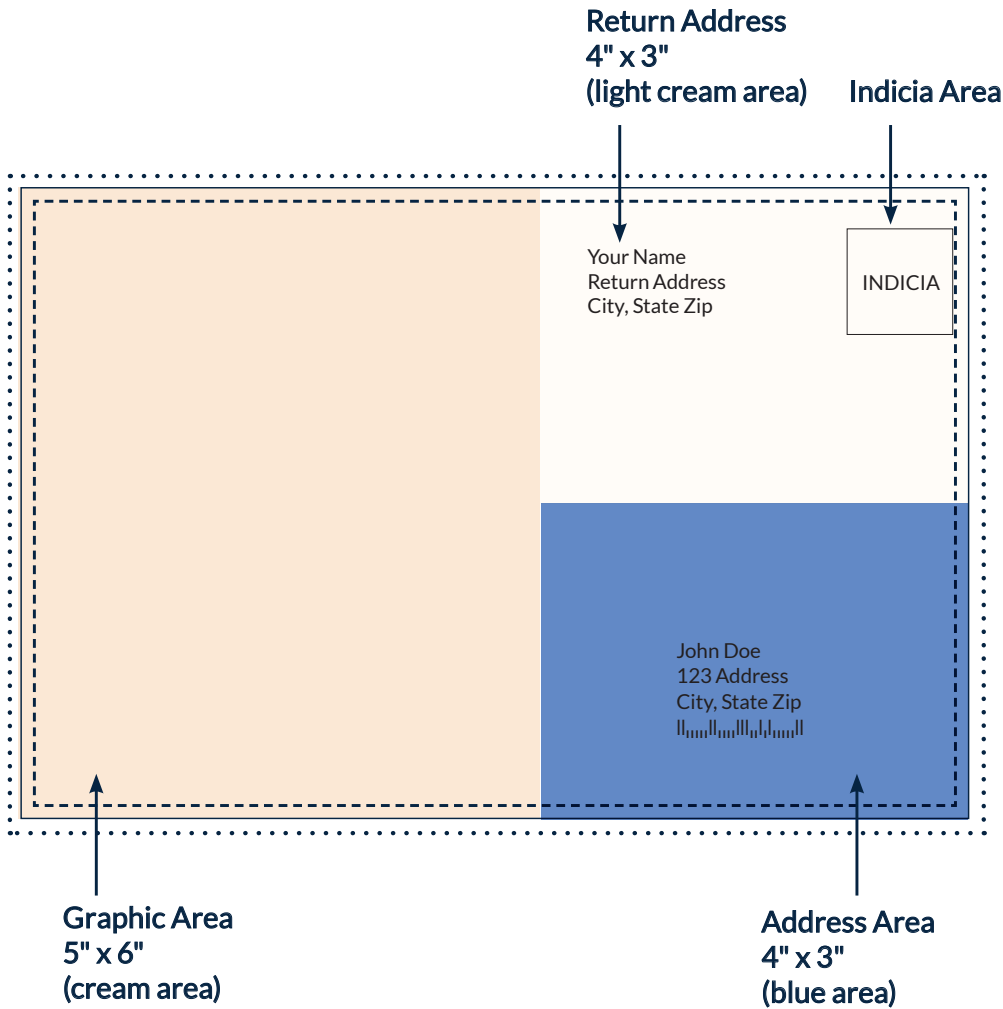
The die line should be on a separate layer named 'Cut' at the top of the layer list.

Other acceptable file types include:

- Packaged AI
- EPS
- PDF (1 PDF with die line and 1 PDF without the die line).

**If designing with varnish embellishment, please see our layout guideline sheet for varnish*

Flair Mail Postcard Specifications



Artwork Details

Final Postcard Size is 6" x 9"
(solid line in the diagram)

Keep all important information within the inner margin of .125" on all sides. Text or graphics beyond this point may get cut off (dashed line in the diagram)

Include .125" outer bleed on all sides (dotted line in the diagram)

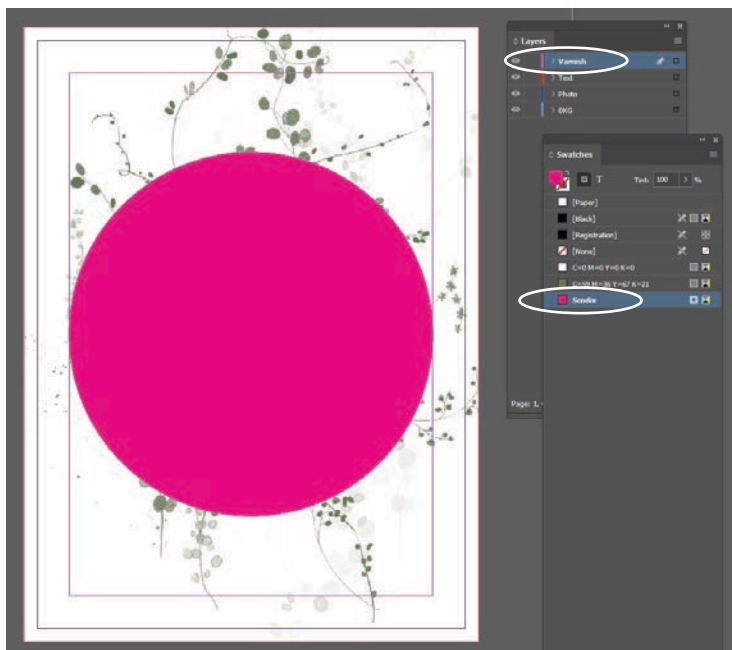
Layout Guidelines for Varnish

How to set up and send files

Our preferred method for accepting files with varnish embellishment is via a fully packaged InDesign Zip archive that contains all fonts and linked artwork.

All elements that need to be varnished should be placed on a layer named 'Varnish' at the top of the layer list and the fill and stroke colors should be assigned with a color swatch that is named 'Scodix' and is a Spot color using 100% magenta.

If you are using an application other than InDesign, please supply a high resolution full color PDF with trim marks for the print layer (excluding any varnish artwork) and a grayscale PDF with trim marks for the foil or varnish mask. The varnish layer must be supplied as a separate PDF.



Guides

Varnish must be applied to a laminated (soft touch) surface.

The varnish should not bleed across a cutline. Please restrict varnish embellishment to a 1/8" margin.

Varnish can be applied in different thicknesses to create a 3D texture. Please call for specific information about how to design for this effect.

Be aware that intricate patterns and small type may present production problems. We will review your artwork and work with you if we feel the artwork will not print and embellish well.