

# 7"x5" Sticker Postcard Specifications

## 1. Document Setup

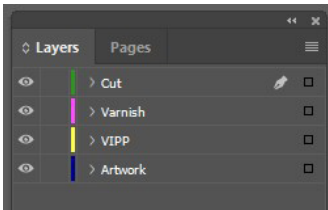
InDesign is the recommended design program.

**Required document size:**  
7" x 5" or 2100 x 1500 pixels

**Required inner margins: 0.25"**  
6.5" x 4.5" or 1950 x 1350 pixels

**Required bleeds: 0.125" (past the document size)**  
7.25" x 5.25" or 2175 x 1575 pixels

There should be 4 different layers  
(Cut, Varnish, VIPP, Artwork)



Product size  
7" x 5"

Inner margin  
.25" on all sides

Artwork to submit  
.125" on all sides



## 2. Placing Artwork and Cut Lines

Arrange artwork on the "Artwork" layer

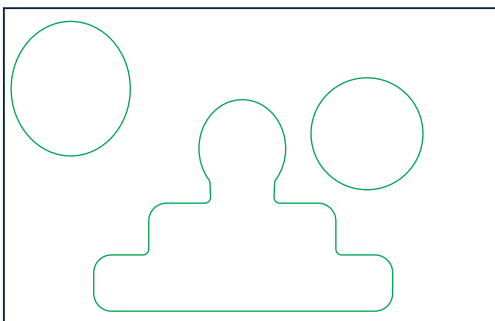
**Cut Layer:** Top of layer list

Create a simplified outline around the sticker on the "Cut Layer"

Offset outlines 0.125" from edge of the sticker

Sharp corners/intricate cuts should be avoided

Each sticker cut line will need to be placed with a 0.25" gap



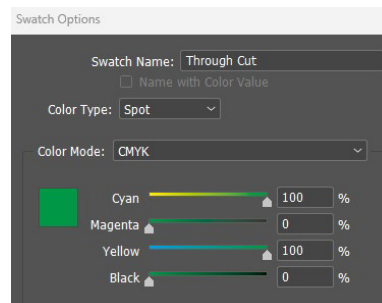
Final cut layer

## Key

--- Margins = 0.125" space between art and cut line

..... Bleed = 0.125" space past the cut line

■ Gap = 0.25" between sticker cut lines



## 3. File Submission

Packaged InDesign with links and font folders

Other acceptable file types include:

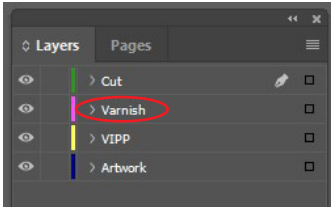
- EPS
- Packaged Illustrator
- 3 PDF files - high resolution with bleeds  
only cut lines, only varnish, only printed artwork

# Advanced Setup

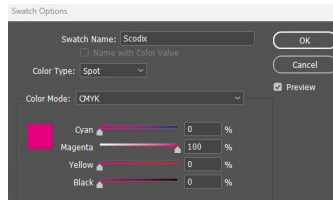
Our designers can create the varnish or VIPP layer for you, but if you would like to include a varnish or VIPP layer, please follow these steps.

## 1. Varnish

“Varnish” layer:  
Below the “Cut” layer.

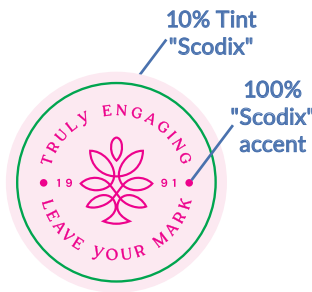


Varnish swatch:  
Named “Scodix”  
Spot, CMYK 0,100,0,0



100% varnish must not exceed the inner margin (0.125" inside cut line).

Varnish can only extend beyond the cut line at a 10% tint. This method is recommended for full color stickers.



Final varnish layer



Final artwork layer

\*Intricate patterns and small type may present production problems. A designer will review the artwork and make suggestions if the artwork will not print or embellish well.

## 2. Variable Text Setup (Optional)

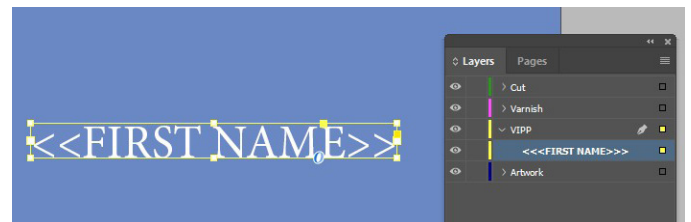
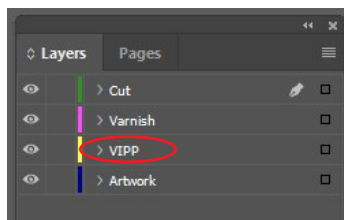
Custom fields should correspond to the column header from your data file (E.g. First Name).

Please include any required font files when sending artwork.

A	B	C
Frist Name	Last Name	Street Address
Jane	Doe	1234 Anywh
John	Smith	1255 Anywh

InDesign VIPP Setup:

All variable text should be on a "VIPP" layer below the "Varnish" layer.

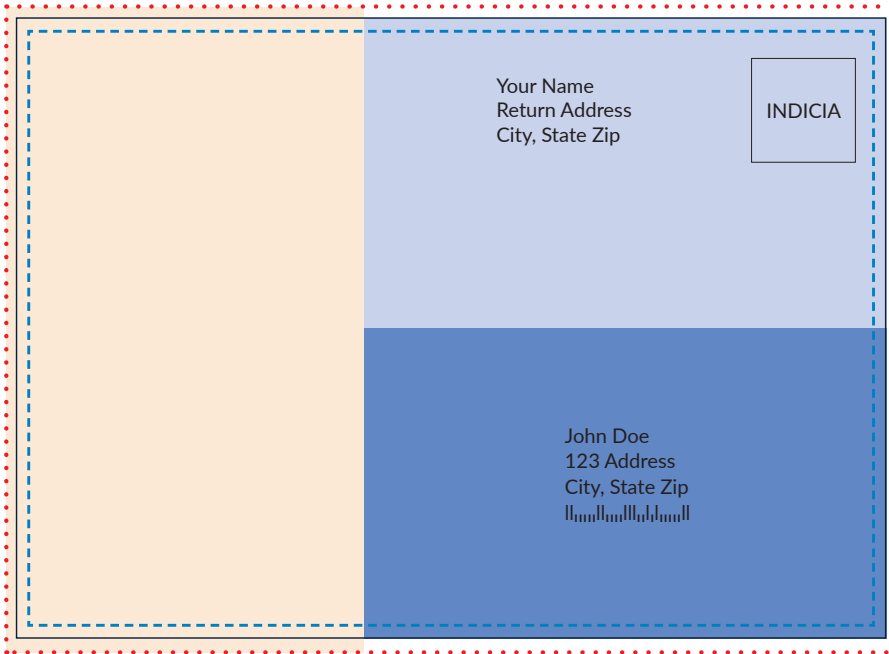


If you are not using InDesign, please include a mockup of how you would like your variable text formatted.

# Back of Sticker Postcard

## Mailing Specifications

Disregard mailing panel if this is not intended to mail.



**Required document size:**  
7" x 5" or 2100 x 1500 pixels

**Required inner margins: 0.125"**  
6.75" x 4.75" or 2025 x 1425 pixels

**Required bleeds: 0.125"**  
(past the document size)  
7.25" x 5.25" or 2175 x 1575 pixels

**Custom artwork: Left side**  
3" x 5" or 900 x 1500 pixels

**Return address: Upper right**  
4" x 2.5" or 1200 x 750 pixels

**Recipient address: Lower right**  
4" x 2.5" or 1200 x 750 pixels

## Artwork Details for Custom Artwork Panel

**Custom artwork: left portion of the backside**  
3" x 5" or 900 x 1500 pixels

**Inner Margins: 0.125"** inside the document size on the top, bottom and left sides  
2.875" x 4.75" or 863 x 1425 pixels

**Required bleeds: 0.125"** past document size on the top, bottom and left sides  
3.125" x 5.25" or 938 x 1575 pixels