

11"x6" Sticker Postcard Specifications

1. Document Setup

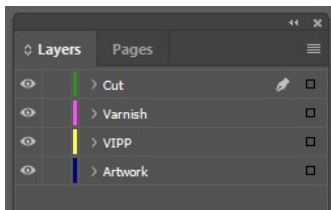
InDesign is the recommended design program.

Required document size:
11" x 6" or 3300 x 1800 pixels

Required inner margins: 0.25"
10.5" x 5.5" or 3150 x 1650 pixels

Required bleeds: 0.125" (past the document size)
11.25" x 6.25" or 3375 x 1875 pixels

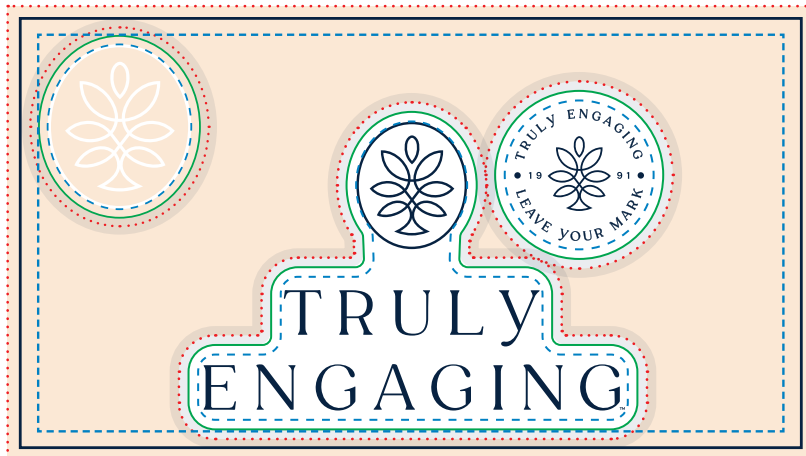
There should be 4 different layers
(Cut, Varnish, VIPP, Artwork)



Product size
11" x 6"

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

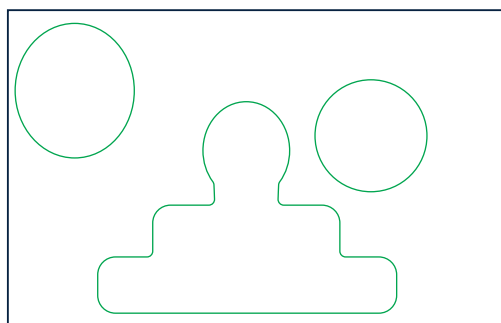
Cut Layer: Top of layer list

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



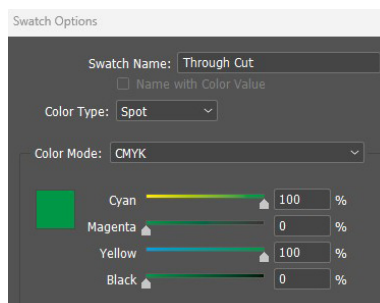
Final cut layer

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:

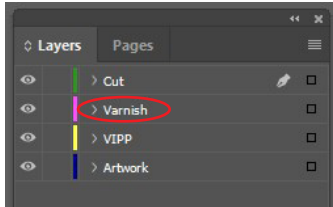
- EPS
- Packaged Illustrator
- 3 PDF files - high resolution with bleeds
only cut lines, only varnish, only printed artwork

Advanced Setup

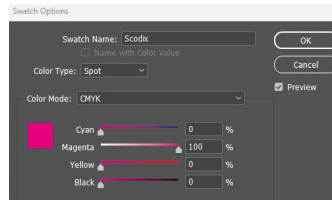
Our designers can create the varnish or VIPP layer for you, but if you would like to include a varnish or VIPP layer, please follow these steps.

1. Varnish

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

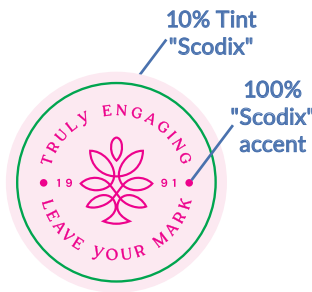


Varnish swatch:
Named “Scodix”
Spot, CMYK 0,100,0,0



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)

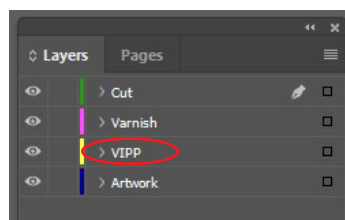
Custom fields should correspond to the column header from your data file (E.g. First Name).

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.

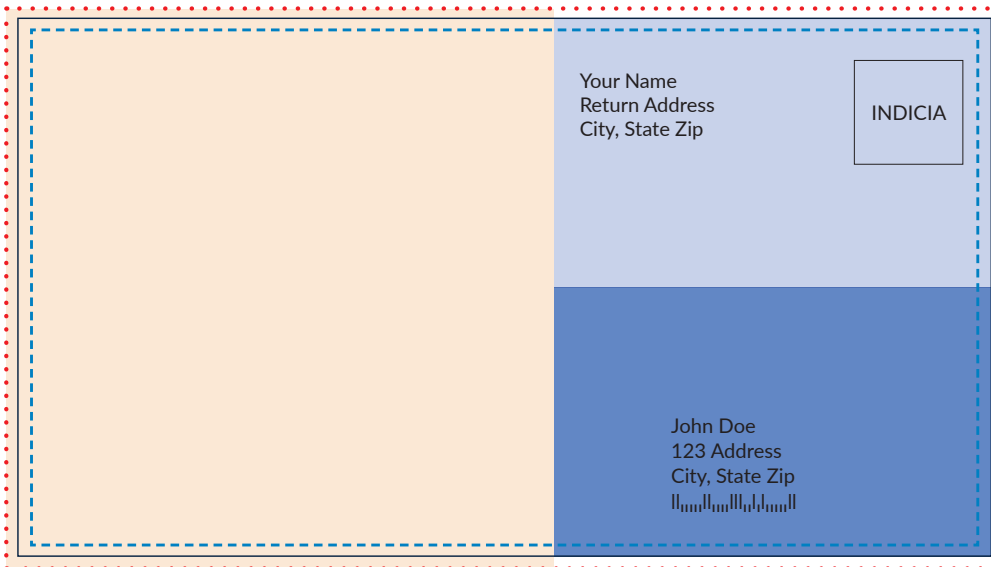


If you are not using InDesign, please include a mockup of how you would like your variable text formatted.

Back of Sticker Postcard

Mailing Specifications

Disregard mailing panel if this is not intended to mail.



Required document size:
11" x 6" or 3300 x 1800 pixels

Required inner margins: 0.125"
10.75" x 5.75" or 3225 x 1725 pixels

Required bleeds: 0.125"
(past the document size)
11.25" x 6.25" or 3375 x 1875 pixels

Custom artwork: Left side
7" x 6" or 2100 x 1800 pixels

Return address: Upper right
4" x 3" or 1200 x 900 pixels

Recipient address: Lower right
4" x 3" or 1200 x 900 pixels

Artwork Details for Custom Artwork Panel

Custom artwork: left portion of the backside
7" x 6" or 2100 x 1800 pixels

Inner Margins: 0.125" inside the document size on the top, bottom and left sides
6.875" x 5.75" or 2063 x 1725 pixels

Required bleeds: 0.125" past document size on the top, bottom and left sides
7.125" x 6.25" or 2138 x 1875 pixels