



The Printing Press

21 Clare Place, Coxside
Plymouth, PL4 0JW

T: 01752 250580

E: contact@the-printing-press.co.uk

W: the-printing-press.co.uk

HOW TO PREPARE YOUR ARTWORK

A4 TRI-FOLD LEAFLET
100x210mm (finished size)

This is a 2 page document Artwork layout guide on the next page

It is a common mistake that people set this artwork in to 3 equal size panels per side. To fold an A4 sheet correctly into a tri-fold and that all images and text are centred on each panel please follow the guides set out in this document.

When sending files to print we require your artwork to include a 3mm bleed on each edge of the document.

Bleed refers to the extension of any blocks or graphics or colour that you want to run right up to the edge of the cutline.

Without bleed you can sometimes end up with a white border around your artwork when trimmed, where you haven't carried your design far enough into the bleed area.

You must ensure that you don't leave any text or items that you don't need to be trimmed off within the bleed area.

The most common cause for delays in printing can be attributed to files that are sent without a bleed. By following the simple rules laid out within this PDF guide, you can speed up the process of your order.

Please don't supply Printer's Spreads, if your artwork is double sided or you have more than one design style. Please supply your artwork as individual pages.

PRODUCT INFORMATION

Product Name: *A4 Tri-Fold Leaflet*

Total Page Size: *303 x 216 mm (this is the size you must set your page)*

Size Trimmed: *297 x 210 mm*

Size Folded: *100 x 210 mm*

----- **4mm MARGIN recommended (keep all text within the margin)**

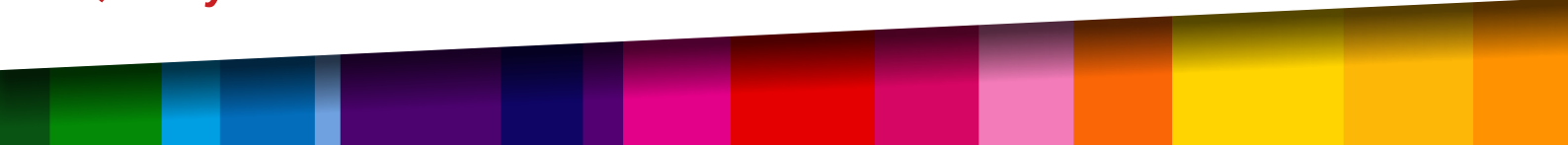
_____ **CUTLINE**

----- **Bleed Line**

Preferred Format: *For best results please supply print ready PDF all fonts linked or converted to curves and if your programme requires it, all images linked too.*

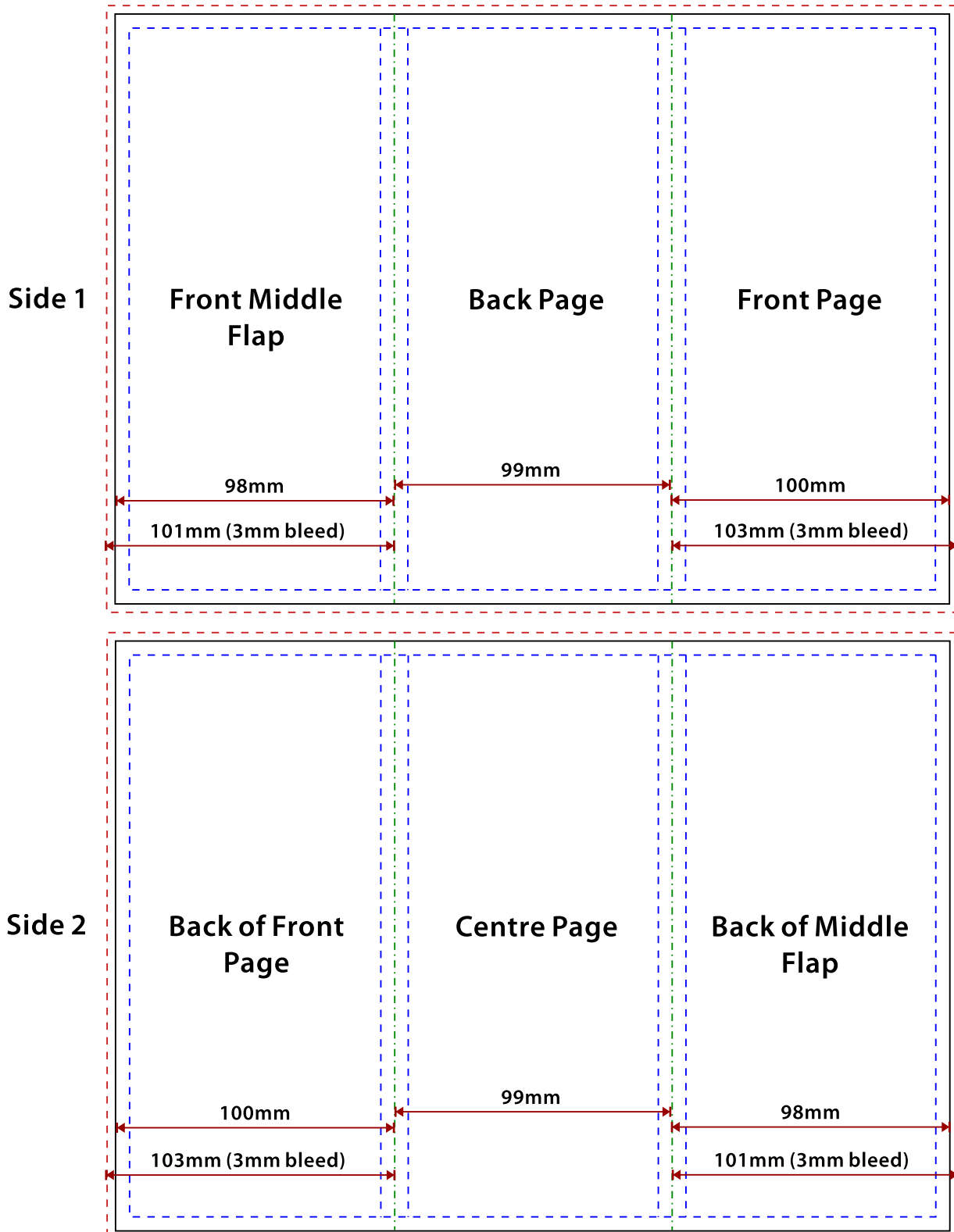
Alternative Format: *TIFF, minimum 300dpi, preferred 450dpi*

Quality Print from a Creative Team



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A4 TRI-FOLD LEAFLET 100x210mm (finished size)



TOP TIP: Create one document for each side, this will prevent confusion over guide lines

Quality Print from a Creative Team