



## The Printing Press

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## HOW TO PREPARE YOUR ARTWORK

**A4 LEAFLET**  
**210x297mm**

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

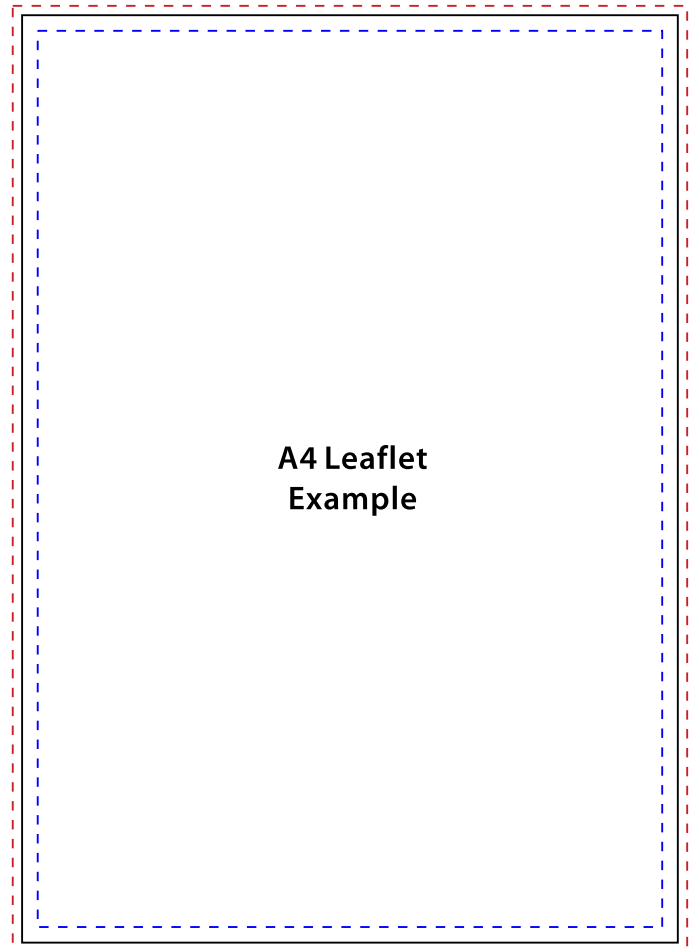
Bleed refers to the extension of any blocks or graphics or colour that you want to run right up to the edge of the cutline.

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.



A4 Leaflet  
Example

### PRODUCT INFORMATION

Product Name:	<i>A4 Leaflet</i>
Total Page Size:	<i>216 x 303 mm (this is the size you must set your page)</i>
Size Trimmed:	<i>210 x 297 mm</i>
-----	<i>4mm MARGIN recommended (keep all text within the margin)</i>
_____	<b>CUTLINE</b>
-----	<i>Bleed Line</i>

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**