PREPARING & SUBMITTING FILES TO ET MARKETING FOR PRINT

Color is set to CMYK (not RGB):

CMYK (Cyan Magenta Yellow Black) are colors used in print formulas
RGB (Red Green Blue) are colors used for light formulas (monitors)
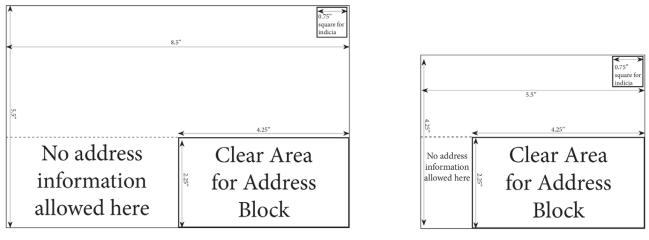
Resolution:

Any rasterized images need to be at least 240 dpi (dots per inch or pixels per inch) – anything below 240 dpi may look good on the computer screen, but will print blurry/pixelated.

Finished (Trim) Size: Jumbo Postcard 8.5" x5.5"   Standard Postcard 5.5"x 4.25"

Clear Area for the Address: 4.25" W x 2.25" H (USPS regulations)
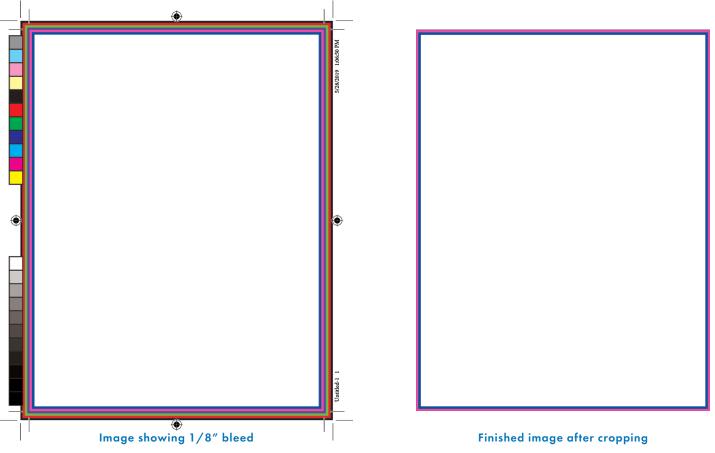
Jumbo Postcard with Clear Area for Address   **Standared Postcard with Clear Area for Address**

As well as an area ¾" x ¾" inch square for the postage indicia. (Above the Clear Area along the right side of the postcard)
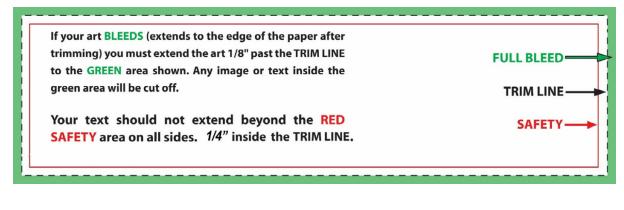
Full Bleed:

If you are running an image off the edge (bleed), the image must extend past the finished edge (cut line) by 1/8" (.125)

Image showing 1/8" bleed

Finished image after cropping

Safety Margin for Text:

To ensure your text doesn't get cut off, put a 1/4" safety margin between the edge of the text and the trim (cut) line.

If your art **BLEEDS** (extends to the edge of the paper after trimming) you must extend the art 1/8" past the TRIM LINE to the **GREEN** area shown. Any image or text inside the green area will be cut off.

Your text should not extend beyond the **RED SAFETY** area on all sides. *1/4"* inside the TRIM LINE.

FULL BLEED

TRIM LINE

SAFETY

Exporting:

When exporting the PDF to send, if the piece has a bleed (where graphics or image go beyond the trim line) be sure to include all printer's marks, and make all 4 bleed margins 0.125 in

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When Sending Data Files for Postcard Mailings:

1. Excel format

2. Columns must be formatted in the following way: **Name, Address, City, State, Zip, Zip+4**
If the excel sheet is not broken into these columns, we can do the adjustment for the customization fee ($35/hr, min 1 hour).

3. In order to qualify for bulk mail there must be 200 addresses that are bulk-mail compatible (able to have a zip+4 properly assigned).

4. If the mailer is going out via bulk mail, and the file is missing the Zip+4, an additional processing charge will be applied (under $5), to add the needed data.

Print Design vs. Digital Design

Image Resolution:

"For print, we need high resolution pictures." – What do we mean by that?

You will see two terms: Dots Per Inch (dpi) and Pixels Per Inch (ppi) - these are numbers used to determine the quality of an image when designing. Print media uses dpi (as in the number of ink dots per inch of printing). Digital images use ppi because they are measured in pixels for the digital screens.
To simplify our purpose here, think of them as interchangeable.

When designing for print media, the standard resolution is 300 dpi. If the image is off a website it is generally low resolution 72 ppi and will be blurry if printed.

For example, if you take a picture off the internet and send it to us to use in print, an image that is 2"x3" for digital media – will only be ½" x ¾" for print.

To view the print size of an image, single click on the image name. Then hover over the file name and right click, this will give you a shortcut menu. At the bottom of the list, click on Properties. When the dialog box opens, click on the Details tab. Scroll down until you see Dimensions. The width and height are indicated – these 2 numbers divided by 300 give you the print size (in inches) of that image.

Generally, if an image is very large on a website – it can handle the 'shrinking' to raise the quality for print. Digital images will generally be ¼ the size when used for print media. Example: an image that shows in digital media as 4"x8" will have to be reduced for print media to 1"x2" to maintain a quality image.

Just be prepared to give us the largest file size pictures you have available. For optimum results, the picture of the front of a house will need to be 500KB in file size or larger. For print, the larger the better (in quality).
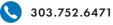
This image is 1"x 3" at 300 dpi (for print). The details are clearly visible.

This image is 1"x 3" at 72 dpi (for digital). The image is blurry when printed.

For any questions about your images, please email them us marketing@etinv.com or give us a call at 303.752.6471