

Wall/Desks

Advert Specifications:

Advert Size: 195mm x 32mm

As trim lines may vary slightly, keep any text or graphics that you want to preserve within the safe design area shown below by the blue box.

Advert Size: W 195mm x H 32mm

Advert Size: W 195mm x H 32mm

Art of Graham Young

Advert Size: W 195mm x H 32mm

Experience New Zealand



- Trim size
- Safe area

Specifications Wall/Desk Calendar - Square

Calendar Size: 205mm x 205mm
 Page Size: 205mm x 205mm
 Advert Size: 195mm x 32mm
 Cover: 300gsm
 Text: 12 leaves, 200gsm/148gsm
 Strut: 660gsm (standard)
 Binding: Wiro

▶ Please see the following pages for further information

Suggested Advert Information

Here are some ideas for details you might want to include on your advert.

Company Name:

Products/Services:

Phone Numbers:

Email:

Website:

Address:

Any other information / branding slogan / taglines:

IMAGERY:

Logo will be supplied
Images will be supplied
Logo to be redrawn

LAYOUT:

As per business card
Use standard setting

COLOURS:

If you have any further enquiries please contact us:
P: 0800 225 363 E: artwork@easy2c.co.nz



General Artwork Tips

The first thing to remember when using photos, logos and any other graphics in your designs, is that low resolution images that look great on your monitor may not look that way when printed.

To avoid this, please supply photos and other raster (pixel-based) artwork at a high resolution – 300dpi (dots per inch). If you supply a file at less than 200dpi, we will need to enlarge it, which will lead to a lower quality print. We recommend photo file sizes of 1MB or larger for desk calendars, and 2MB or larger for booklet or wall calendars.

It's also best to choose images that fit the picture area; if the picture space is landscape then choose landscape images so we don't have to crop out any important parts of your image to make it fit the space.

Images from the internet are typically too low resolution for printing. Most images on the internet are protected by copyright so we advise that you only use images you have taken yourself or those purchased from stock image websites. Alternatively, ask your Business Development Manager to help you have a look at the huge range of images available on Corporate+. A small charge applies for these images.

Safe area:

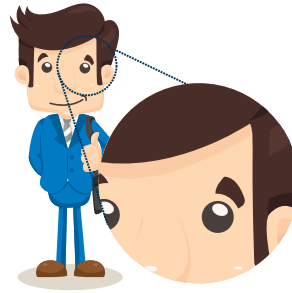
All of our advert templates contain a safe area - the space on the advert where it is 'safe' to put your layout, design and content - ensuring it is not trimmed off.



Advert within safe area

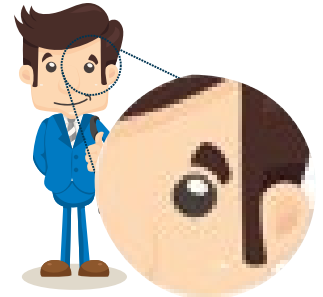
Advert outside safe area

Wherever possible it is best to provide us with vector artwork for logos and other graphics used in your promotional calendar advertising. Zoom in on artwork to test if it is vector or pixel-based. If the edges go fuzzy (below right), then it is not vector art.



Vector artwork allows us to easily resize your artwork without losing quality or detail.

Raster artwork (such as jpg and png files) is made up of pixels and loses detail when resized.



Wherever possible, please supply us with either CMYK or PANTONE artwork.

If you are unable to supply these colour formats, please supply us with a printed sample of your logo/artwork e.g. a business card or letterhead and we will do our best to match the colour.



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Acceptable File Types

We request that you supply artwork files in one of the following formats for the best possible print quality.



Illustrator .ai

Ensure all fonts are outlined and relevant PMS colours included.



Acrobat .pdf

We only accept print ready .pdfs with no alterations required. The artwork needs to be set to actual size, PMS colours included and all fonts outlined.



Indesign

.indd or .idml
Please send "packaged" files. Include images, fonts & document.

For full colour adverts we also accept



Photoshop

.jpg or .tif or .psd
Ensure file is CMYK, 300dpi and set to required size.

Files to avoid

Word .doc; Powerpoint .ppt; Publisher .pub; Excel .xls

Unfortunately these file types are not supported by our printing process. If you can only supply one of these file types, please provide us with a printed sample of your artwork (e.g. a business card) and we will endeavour to recreate your artwork for an additional charge.



Thank you for taking the time to read our handy artwork tips, if you have any further enquiries, please don't hesitate to call our client services team on 0800 225 363



CHECKLIST

- Advert information
- CMYK/PMS colours used
- No bleed (unless on template)
- Fonts outlined
- Links are supplied
- Lines at least 0.3pt
- All text at least 7pt
- All images at least 200dpi, set to actual size
- For large files send your Dropbox link of to artwork@easy2c.co.nz
- Colour accurate printed sample sent to Client Services department:
PO Box 1955, Shortland St, Auckland 1140

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