

**BLEED LINE:** Your background colors or designs should go to the edge of the document, this is called a *bleed line*. (Otherwise, you'll have white edges on your final print)

**CUT LINE:** 1/16" inch will be cut off each side indicated by the red cut line.

**SAFETY LINE:** All text, logos, or other important aspects of your document that you DON'T want cut off should be inside the green safety line.

**FILE OUTPUT:** All art must be in CMYK format. If art is 2 sided, save each side as a separate file.

*If art has folds:* Place all important content and imagery at least 1/8" from any fold line to avoid distortion and creasing.

Please be aware cutlines can shift up to 1/16" during production and be considered acceptable.

#### **ACCEPTABLE FORMATS:**

- .AI, .EPS, .PDF (**YOU MUST EMBED ALL IMAGERY & OUTLINE ALL FONTS**)
- .JPG and .TIFF (**YOU MUST FLATTEN LAYERS & CONVERT TO 300dpi AT FULL SIZE**)

**HOW TO CHECK IMAGE RESOLUTION:** To check the resolution of your art in Illustrator or Photoshop: open file and view it at actual output/production size, then zoom in to 150%-200%. If the graphics still look acceptable to you, then proceed. If you see blocky pixel shapes and/or it looks too fuzzy for your liking, then please replace with higher resolution imagery.



The bigger the image on your final product, the more visibly apparent pixels or blurriness can become. It is up to **you** to design with images that you will be happy with when printed.

Keep in mind this example started as a Professional quality image and has more latitude for different applications, most people's random camera phone pictures will not be comparable to a professionally mastered shot.

**RICH BLACK:** To achieve the darkest black possible, use this formula:

**C = 60% M = 40% Y = 40% K = 100%**

**GRAYS:** To assure your gray has no other tint, only use only a percentage of BLACK

**C = 0% M = 0% Y = 0% K = 1 to 100%**

**BLUES:** To assure blues don't print purple, CYAN and MAGENTA must be at least 30% apart.

**If CYAN = 100%, MAGENTA = 70% or less**

**RED:** To achieve the truest red, use this formula

**C = 2% M = 100% Y = 100% K = 0%**

**IMPORTANT:** Santora Media Group is not responsible for the undesirable results of any artwork that does not follow the instructions provided above.

The diagram shows a horizontal rectangular template for a flyer or postcard. It features three nested borders: an outermost blue border, a middle red border, and an innermost green border. Three arrows point to these borders: a green arrow to the green border labeled 'safety line', a red arrow to the red border labeled 'cut line', and a blue arrow to the blue border labeled 'bleed line'. In the top right corner, two black squares are shown with dimension lines pointing to them, labeled '1/16"' and '1/8"'.

safety line

cut line

bleed line

1/16"

1/8"

## FLYER/POSTCARD

finished cut size: 2in x 8in

bleed size: 2.125in x 8.125in

**DO NOT** leave any template information on your final art file or it **WILL** print on your final product!

**SANTORA**  
**MEDIA GROUP**

rotate 90° for  
vertical layout

