Information

This information will help you create a perfect print file.
Further information can be found on our website under "Artwork creation".

❯ Alignment

- All files (1, 2, 3 etc.) should have identical format alignment: **vertical or horizontal**
- A combination of vertical and horizontal formats is not possible
- The format alignment must be selected as early as in your graphic programme - do not create any rotation in pages with pdf print files
- The format alignment must correspond to the artwork reading direction
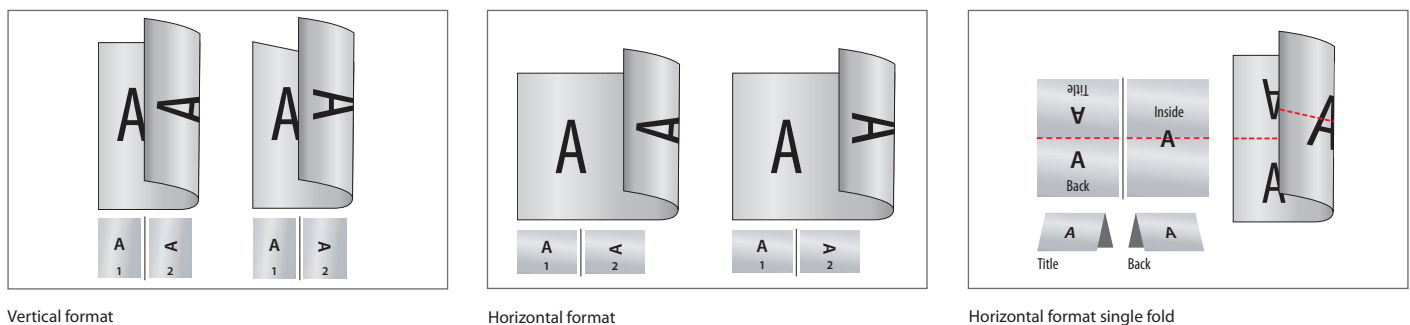

| Vertical format | Horizontal format | Not possible! |
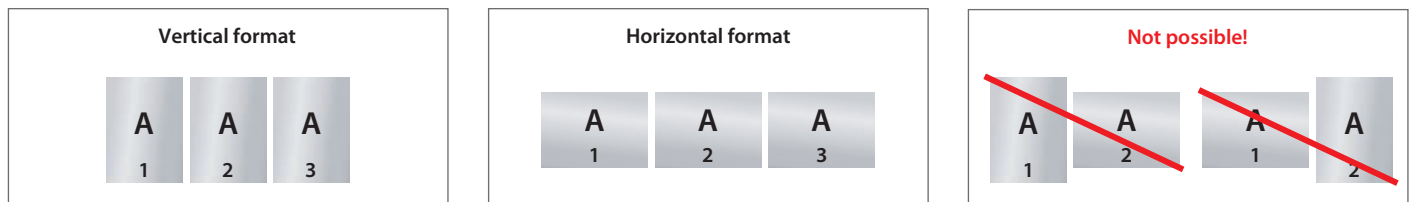
❯ Order of artwork pages

Please create artwork pages in chronological order, starting with page no. 1 / title.

❯ Various reading directions in double-sided print products

Please note: When uploading artwork in various reading directions (A) for a double-sided print, the printing sheet is rotated by 180 degrees along the vertical axis. Please lay out your artwork and the format alignment accordingly.

Examples:

Vertical format

Horizontal format

Horizontal format single fold

Explanations

Artwork format: format / size of the artwork

Finished format: format / size of the finished product
Background area (colours / photos / graphics / texts) should bleed over the edge of the finished format in order to avoid white lines in the finished format.

Neutral area: Please leave this area blank!

Not visible area: Please do not place any important elements along this area!
However, please do place background elements within this area in order to avoid white lines.

Bleed: Area that is cut off in further processing
Seam allowance: Area for the seam

Safety distance to artwork format: Distance between text / elements and the edge of the artwork format

Safety distance to finished format: Distance between text / elements and the edge of the finished format

Fold / groove / crease: Here the product is folded / grooved / creased

Perforation: Here the product is perforated
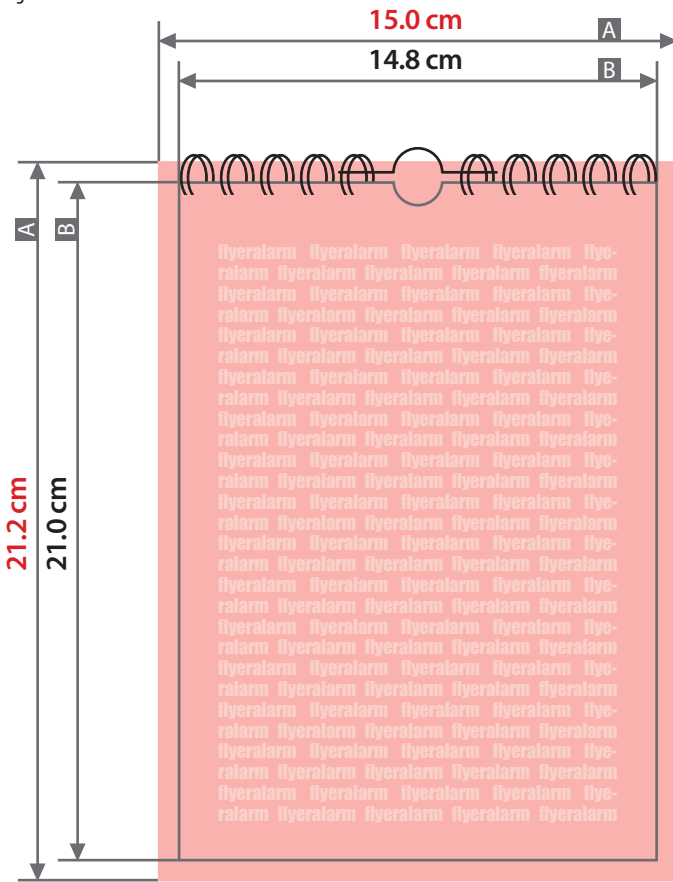
Seam: Here the seam is applied

❯ Support

Find helpful information and advice about our products on our website. Or alternatively, contact our hotline. We are happy to help.

FLYERALARM

Wall calendar with wire-o-binding & hanger
A5, vertical format

Pages

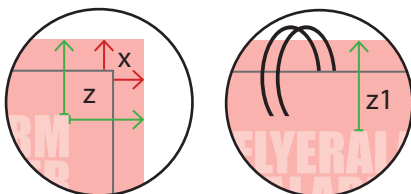15.0 cm

14.8 cm

A

B

21.2 cm

21.0 cm

A

B

Sketches are not to scale

A = Artwork format
B = Finished format

Bleed (x)
1 mm

Safety distance (z)
6 mm

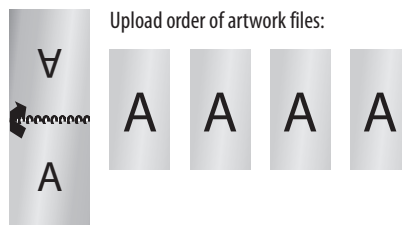Safety distance to the binding edge (z1)
16 mm

x
z

z1

⊘ Send files in chronological order starting with the front page (title) (1, 2, 3, 4, etc.)

• Please consider the position of the opposing pages in the open product when creating the layout of your artwork.
• Your layout has to correspond to your purpose of use already when creating it in your layout programme.
• Please do not rotate any of your PDF files!

Possible alignments:

1 Page header on page header

Upload order of artwork files:

∀

A

A A A A

2 Page header on footer

Upload order of artwork files:

A

A

A ∀ A ∀

FLYERALARM