

Artwork Specifications for Online Ordered Printing

Please note that print orders placed online, on this website requires the submission of complete, "Press Ready" electronic artwork, supplied as a high resolution PDF files only.

All PDF are flight checked after upload and artwork will be rejected if the following minimum criteria are not met:

SMALL FORMAT PRINTING (e.g. brochures, business cards):

- **Size/Scaling:** Scaling needs to be 100%. Each product requires a precisely sized PDF to be uploaded, which is indicated when the product is selected on-screen. Almost all the small format products require a 1mm artwork bleed (no need for crop marks) and all online products are offered at the indicated size only.
If you require a different size, please call our sales team for a quote on 1300 13 40 50.
- **Multiple page print-jobs:** Supply as multiple page documents with each page same size and bleed.
- **Fonts:** Where possible convert your text to paths, curves or outlines or ensure fonts are embedded.
- **Image resolution:** Please ensure that all images supplied for 'small format' printing are of a resolution of 300dpi.
- **Colours:** All colours need to be **CMYK**

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LARGE FORMAT PRINTING (e.g. Banners):

- **Size/Scaling:** **Scaling needs to be 25%**. Each product requires a precisely sized PDF to be uploaded, which is indicated when the product is selected on-screen. Almost all the large format products require a 10mm artwork bleed (no need for crop marks) and all online products are offered at the indicated size only.
If you require a different size, please call our sales team for a quote on 1300 13 40 50.
- **Fonts:** Where possible convert your text to paths, curves or outlines or ensure fonts are embedded.
- **Image resolution:** Please ensure that all images supplied for 'large format' printing are of a resolution of 75dpi in your original artwork (i.e. 300dpi in the scaled final PDF).
- **Colours:** All colours need to be CMYK.

If your CMYK artwork contains large areas of the colour black, we recommend the addition of at least 40% (C) Cyan, 40% (M) Magenta, 40% (Y) Yellow in addition to the 100% (K) Black to produce a richer, better looking black.