

FILE SPECS



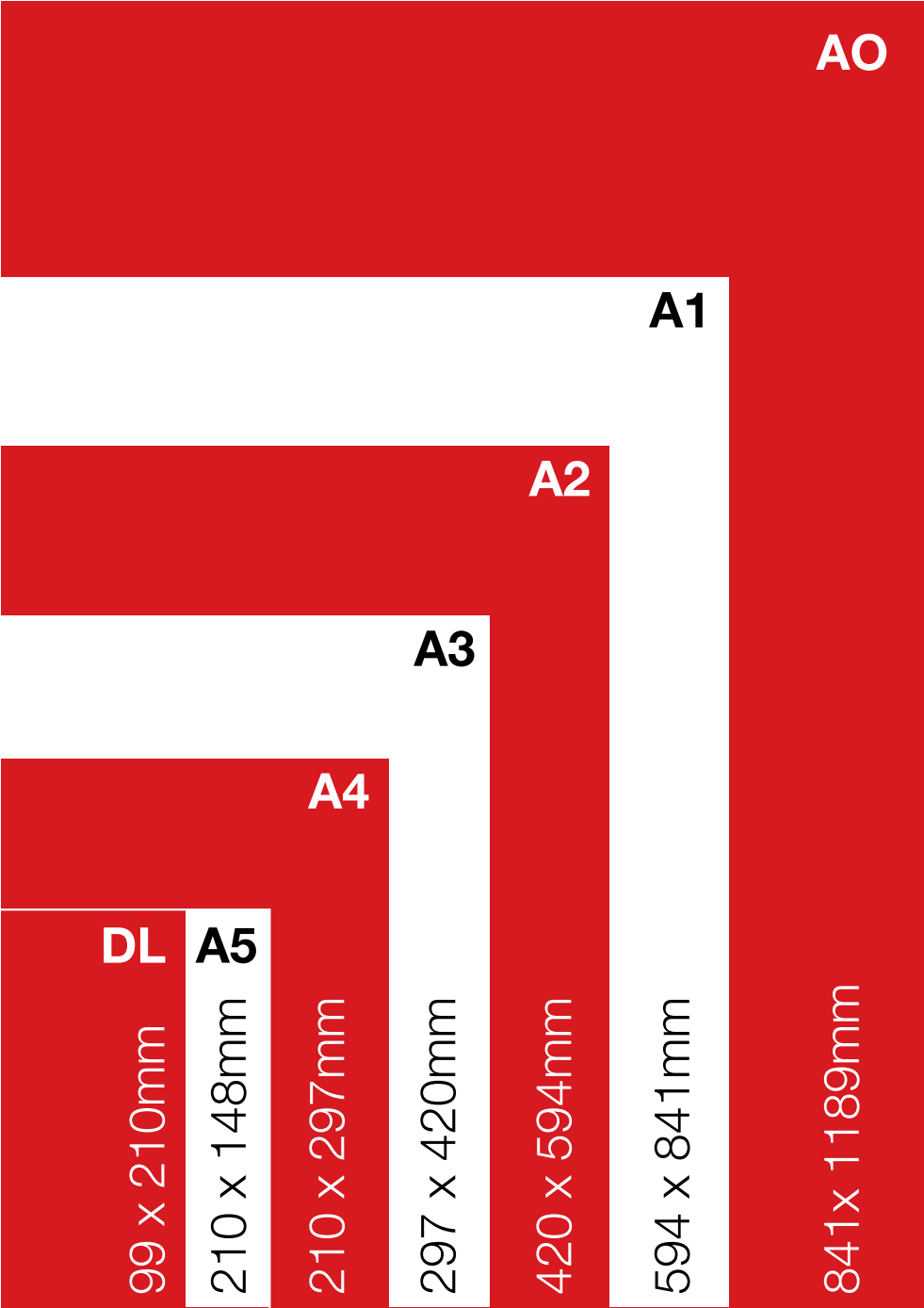
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STANDARD SIZING



Mercury Creative can print any size document.
The most common measurements are shown in the diagram.
You'll find that if you stick to standard sizes when designing your artwork it will be more cost effective to produce.
Give us a call if you have any queries and we'll be happy to assist you.

FILESPECIFICATIONS

OFFSET/DIGITAL ARTWORK

- Ideally artwork should be set as a press ready PDF at actual size.
- We also accept packaged Illustrator, Photoshop and InDesign files.
- Fonts must be embedded and images must have transparencies flattened and be at 300dpi at actual size.
 - Artwork must be supplied as CMYK process or PMS colours (dependant on the job).
- 5mm bleed and registration are also required.
- Microsoft Applications - please refer to notes on Microsoft documents.
- If artwork is supplied to these specifications we will not charge a prepress or download fee.

WIDE FORMAT ARTWORK

- Ideally artwork should be set as a press ready PDF at a minimum of 25% of actual size.
- We also accept packaged Illustrator, Photoshop and InDesign files.
- Fonts must be embedded and images must have transparencies flattened and be at 300dpi at a minimum of 25% of actual size.
- Artwork must be supplied as CMYK process.
- 5mm bleed and registration is also required at finished size. Some products may require additional bleed (eg. Banner Stands). If unsure please contact us.
- Microsoft Applications - please refer to notes on Microsoft documents.
- If artwork is supplied to these specifications we do not charge a prepress or download fee.

VINYL CUT ARTWORK

- Ideally artwork should be set as an Illustrator file at a minimum of 25% of actual size.
- Fonts must be embedded (outlined) and images must have transparencies flattened and be at 300dpi at a minimum of 25% of actual size.
- Artwork must be supplied as CMYK process.
- The knife line needs to be supplied on a separate layer as an outlined path.
- 5mm bleed and registration is also required.

MICROSOFT DOCUMENTS

- We do not recommend any printing output from Microsoft applications, including the Office Suite and Publisher.
- The reason being they have not been designed for high quality print output.
- Problems that may be incurred are low image quality, parts of the file not printing and discolouration.
- Microsoft documents will incur a prepress charge of \$25 + GST per file.

PROOF

- A printed copy of the artwork should be supplied, ideally colour, indicating relevant specifications.
eg. size, quantity or special instructions.
- PDF is an acceptable alternative for layout only.

SUPPLYING ARTWORK

- Press ready files up to 5MB in size can be emailed to info@mercurycreative.com.au
- For larger files please contact us for a dropbox address

BANNERBUG

FILE SPECIFICATIONS

Banner Bug

Visual area:

2170(h) x 1200(w) or 1000(w) or 850(w)

Ensure that all text and logos are kept within this area.

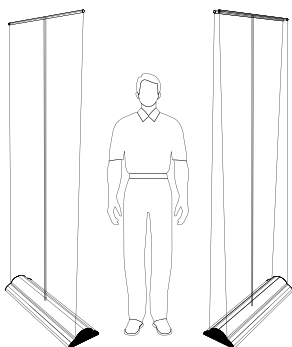
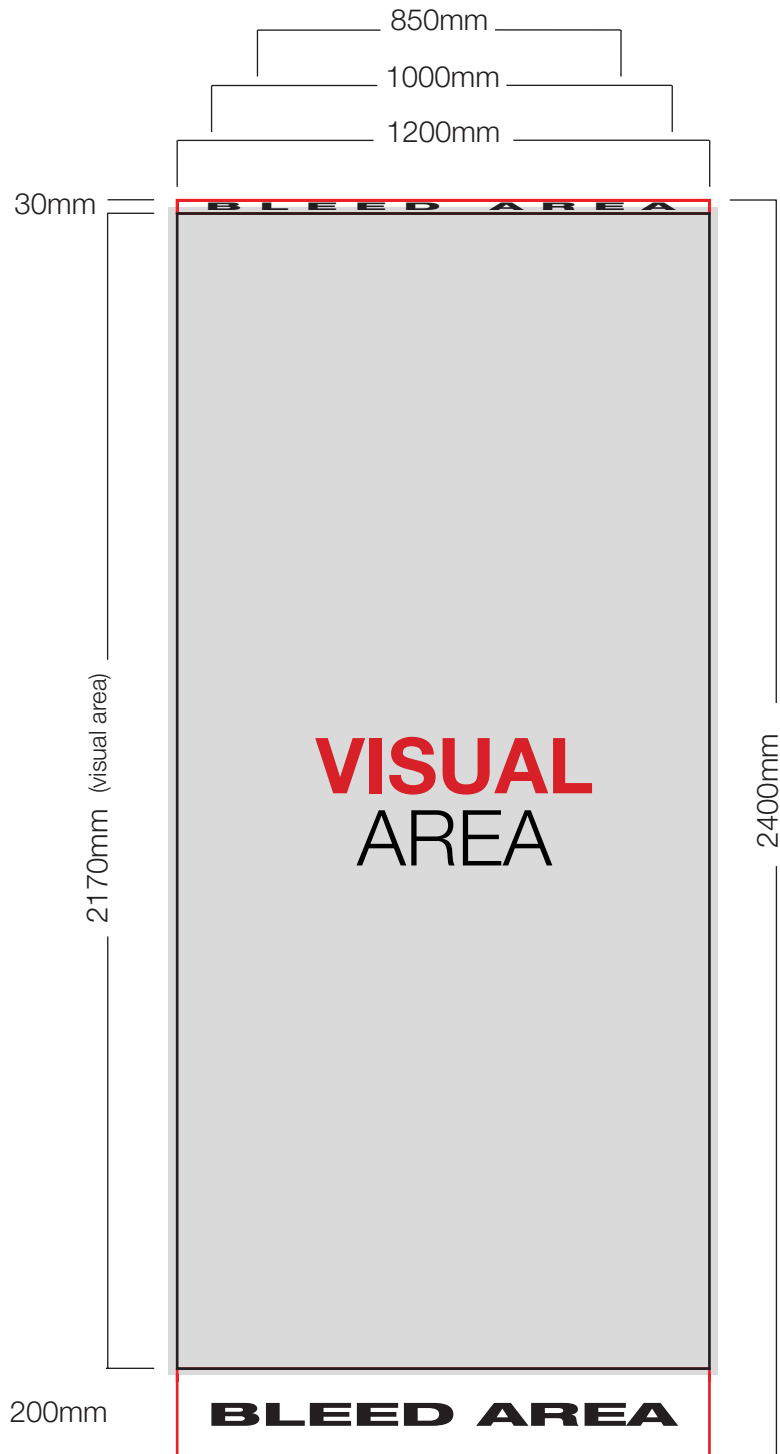
Bleed area(s):

These areas are required for attachment to the system, they are inserted into the frame, and are not visible when erect. For a clean finish on your display make sure any background colours or graphics bleed off into these areas. Also, add an extra few millimetres bleed to the left and right sides.

Setup:

Your artwork can be set up to as little as 25% of actual size, half size is most common.

Make sure all images are at least 300dpi, if you are unable to source high resolution images it is recommended to request an at-size proof of a portion of your banner to check quality.



BANNERUP

FILE SPECIFICATIONS

Banner Up Artwork Setup

Visual area:

2000(h) x 850(w)

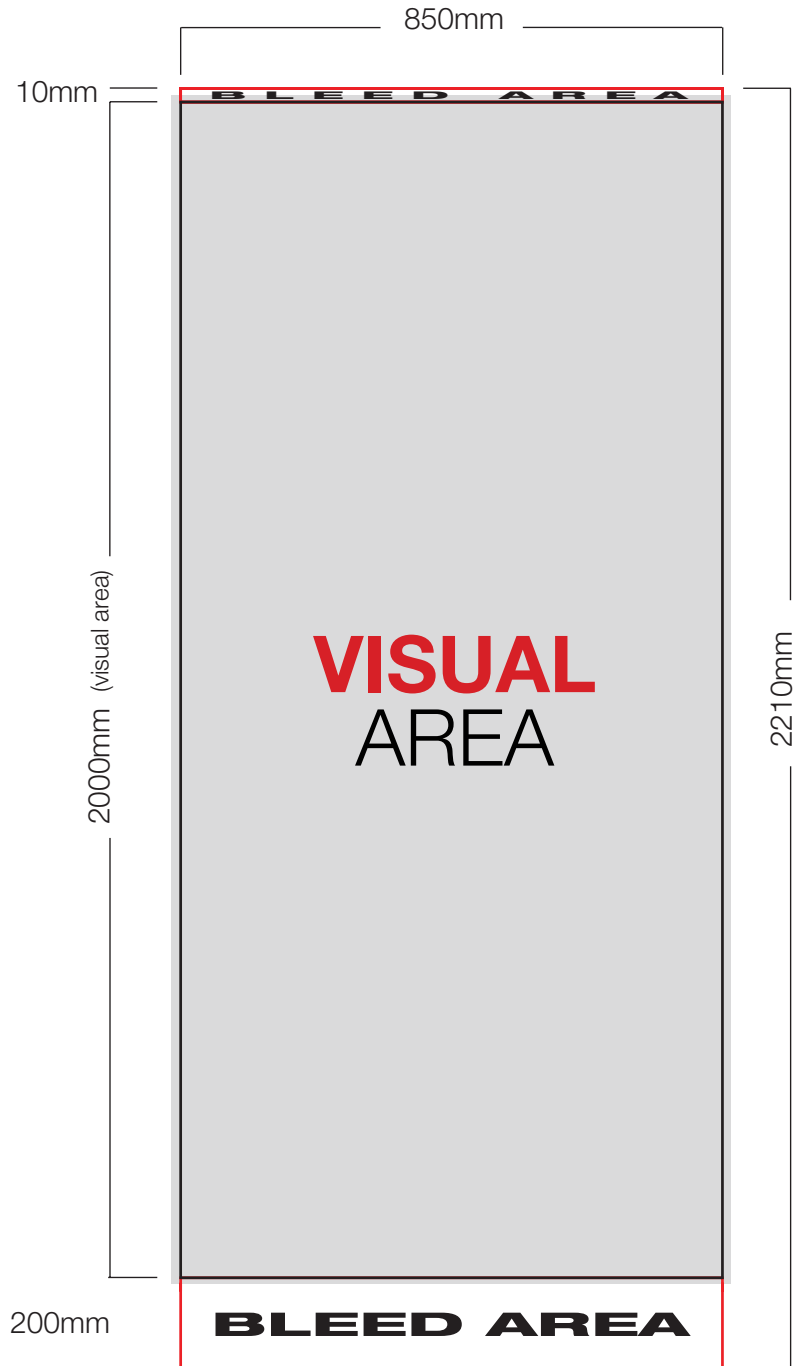
Ensure that all text and logos are kept within this area.

Bleed area(s):

These areas are required for attachment to the system, they are inserted into the frame, and are not visible when erect. For a clean finish on your display make sure any background colours or graphics bleed off into these areas. Also, add an extra few millimetres bleed to the left and right sides.

Setup:

Your artwork can be set up to as little as 10% of actual size but quarter or half size is most common. Make sure all images are at least 300dpi, if you are unable to source high resolution images it is recommended to request an at-size proof of a portion of your banner to check quality



SETTING UP BLEED

BLEED AND TRIM

Artwork Setup

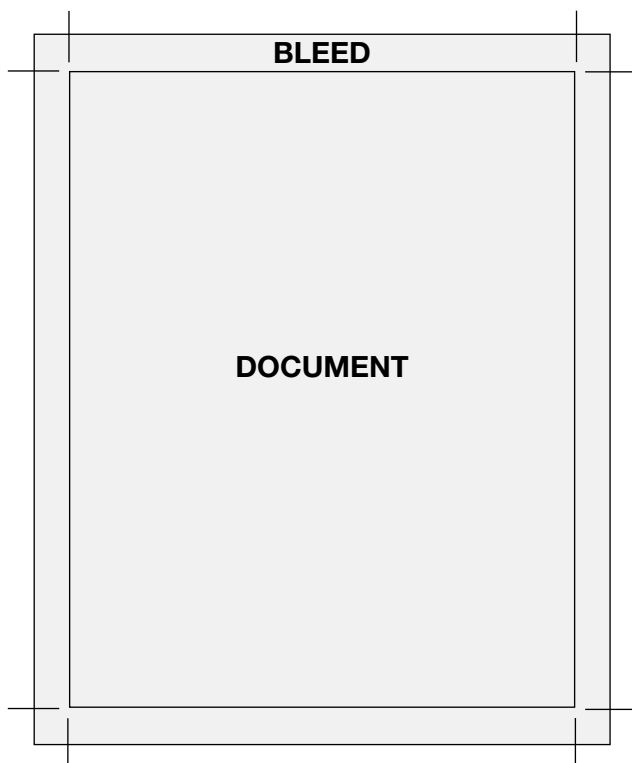
Bleeds are a little tough to get your head around initially so we have tried to explain them in as simple a terms as possible.

The bleed is the area of the artwork that will be trimmed off. If you do not provide bleed your print will have a white border around the edges of it.

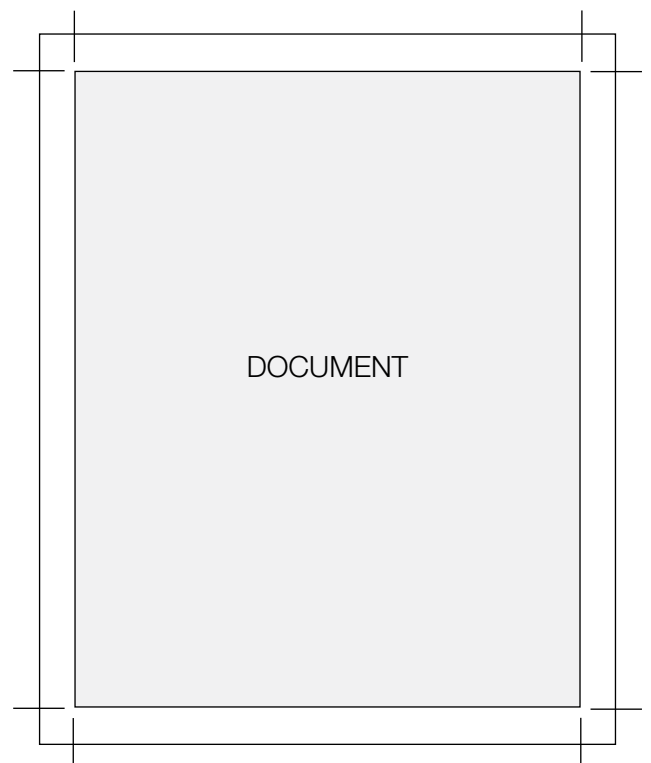
We require files supplied with **5mm bleed** area outside of the trim line - this no live area (mission critical text and graphics) must be allowed for trimming.

It is also advisable to have no critical information within 10mm of the inside edge of the page - this is know as the margin.

CROP MARKS



DOCUMENT WITH BLEED



DOCUMENT WITH NO BLEED