

## Pocket, bookmark and poster calendars

### HOW TO CREATE A PRINT EXECUTIVE CORRECTLY.

Follow the steps below to create a correct print file:

#### File format.

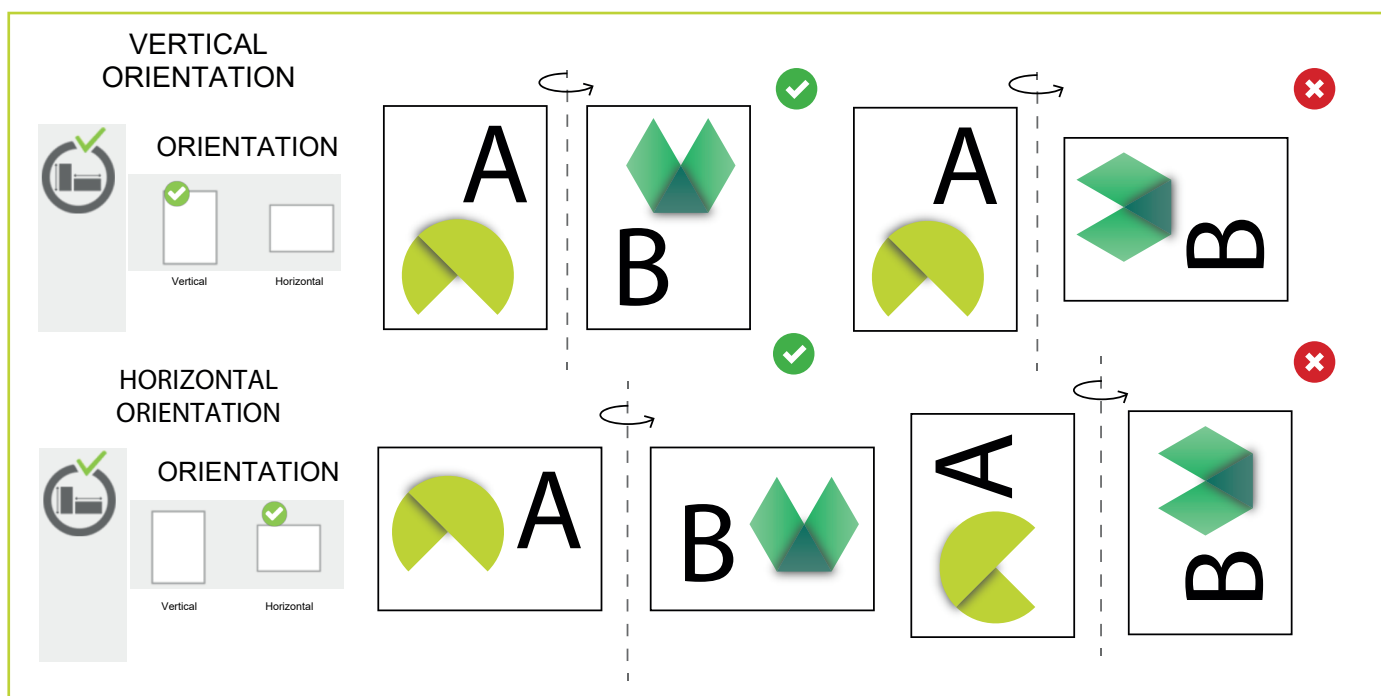
Send your file in PDF-TIFF format on a scale of 1:1

#### File orientation.

The orientation of the file must correspond to the indicative choice in the order (horizontal or vertical). Both sides must have the same orientation.

#### Attention:

In the case of double-sided printing, the sheet is turned around its vertical axis, as if you were leafing through a book; it is important to take into account the orientation selected in the order when positioning text and graphics.



#### Margins and abundance.

For example, a finished A4 size is never printed on an A4 sheet in a print shop. Depending on the type of machine and the type of paper, it is actually printed on a much larger paper size; only then are the sheets aligned and cut to A4.

It would, of course, be impossible to cut exactly along the edge where the colour and the elements you have designed end up: the risk is that a thin white thread at the edge of the paper is visible when the job is finished.

To get around this, simply insert so-called abundances: that is, let the coloured box, photo or graphic continue beyond the point where the work will actually be cut.

Normally 3 mm of abundance is more than enough to avoid problems.

This means that a 210x297 mm format should contain an abundance of 3 mm on each side, as indicated by the green line in the template, and therefore in finished format will be 216x303 mm.

Remember to contain the texts within the safe area indicated in the template, texts outside this area may be cut off during trimming.

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### Colours and Resolution.

Colours may appear slightly different depending on the print media used; this is due to the physical composition of the paper.

Files in PDF format must be sent in four-colour process (cyan, magenta, yellow, black) by assigning the CMYK profile Forga 39. If the files sent do not respect the described colour profile, they will be automatically converted according to our specifications before going to print. The dpi resolution of the file for printing is at least 150 dpi, the optimal resolution is 300 dpi. Fonts must be inserted in the PDF file or converted to curves/tracks.

### Font.

The fonts in the file must necessarily be embedded or converted to curves before saving the file in pdf. We recommend that the font body be set no lower than 4 points, and in the presence of graphic lines, the thickness of the graphic lines must not be less than 0.5 points to guarantee reproduction.

### MEASURES TO BE FOLLOWED FOR POCKET, BOOKMARK AND POSTER CALENDARS

Example: pocket calendar 85x55 mm

