

# POSTCARDS SPECIFICATIONS

## POSTCARDS Standard/ Panoramic

### ..... SIZE

Standard size: 120 x 168mm  
Panoramic size: 100 x 210mm

### ..... PRODUCT DETAILS

You can use postcards for direct-mail campaigns or simply to showcase photographs. We'll transform your image into a high quality postcard.

### ..... SUGGESTED STOCK

350gsm Gloss

### ..... OPTIONS

Gloss UV Varnish

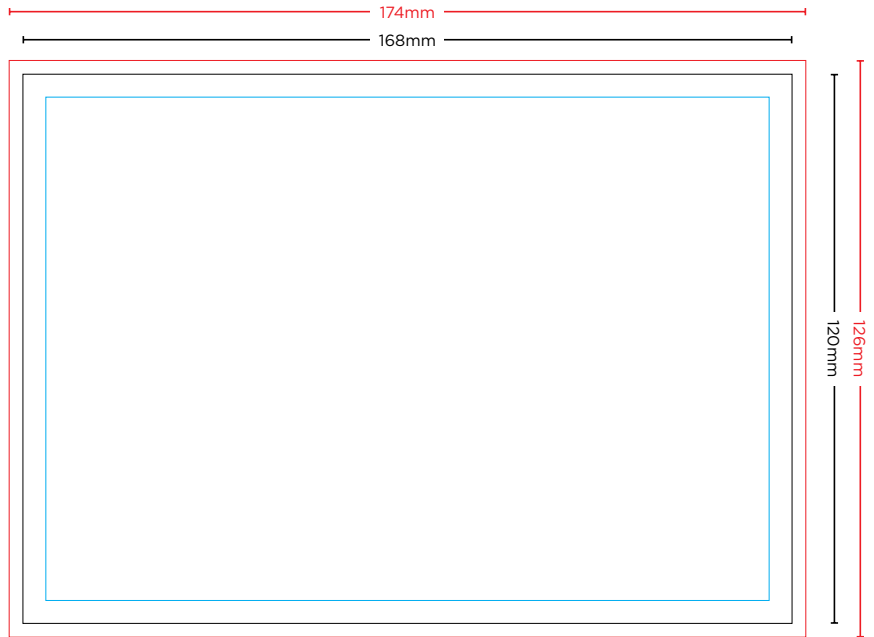
#### How to set up print ready artwork

- Convert all text to outlines
- Embed all images and elements
- All black text to be K:100% and set to overprint
- allow at least 3mm bleed
- 5mm margins for all live text & important elements
- For a rich black use C:60% M:40% Y:40% K:100%
- Ensure no spot colours in artwork unless specified
- single page PDF with no trim, crop or registration marks
- Bitmap images no less than 130dpi
- Die-formes to be supplied as a separate PDF

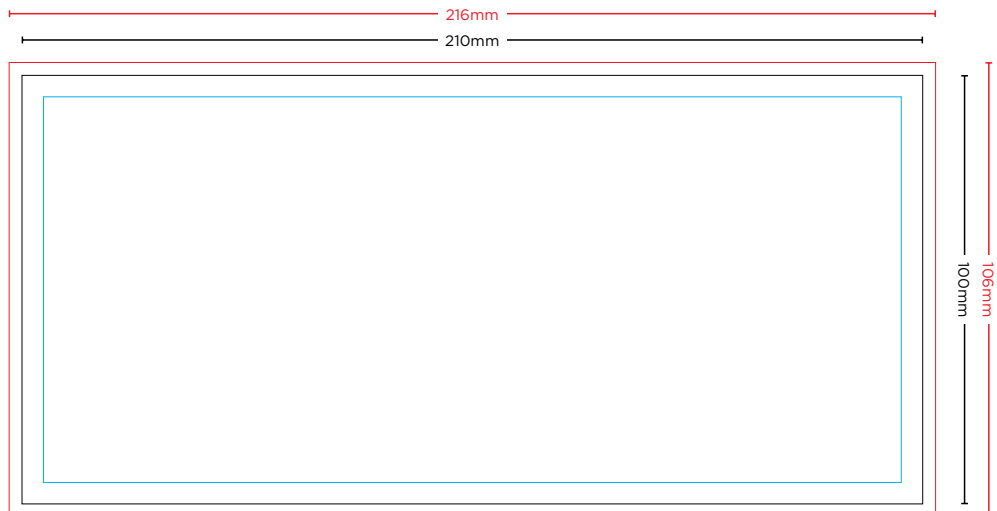
#### Sending your files

- Files under 20MB email to cairns.art@ovato.com.au
- Files over 20MB send via dropbox, wetransfer, google drive, hightail

## STANDARD



## PANORAMIC



- Bleed line
- Trim line
- Margin line \*Artwork/text must be a minimum of 5mm within the trim

\*Artwork must be supplied as CMYK high resolution PDF with crop marks and 3mm bleed on all sides.