

Artwork Info

SPEC SHEET

Main Office Ph: 321-806-1700

Email: Office@GottaGetta.Biz

Includes all sizes for Gotta Getta Direct Mail Magazine, as well as postcards.

IMPORTANT NOTES

- Make sure the document color space and all the elements within are set to CMYK, not RGB.

- Do not include Pantone colors. Convert them to their CMYK equivalent. If we receive a file with Pantones, we will convert them as closely as possible.

- Avoid using images under 300dpi.

- Make sure all images are embedded in the document.

- No text, or important elements, should go out of the "Safe Area" dimensions, though the background should extend to the full Document Size, except for the zone cards.

- Include the font files used in the document to ensure accuracy.

- Whenever possible, try to keep coupons on the right hand side of the ad design.

Zone cards need a 1/4" White border on all sides

- Send the finished file as a .ai, .psd, or .pdf format. Please save without any printer marks, registration marks, or crop marks.

- Double check all of the dimensions prior to sending your file. The dimensions of your finished file should match the "Document Size".

(If the file is to large to email, call to discuss how to send larger files)

Quarter Page

Document Size: 3.375" x 4.875"

Safe Area: 3.125" x 4.625"



Half Page

Document Size: 7" x 4.875"

Safe Area: 6.75" x 4.625"

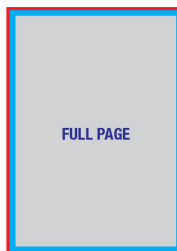


Full Page

Document Size: 8" x 11"

Trim size: 7.5" x 10.5"

Safe Area: 7" x 10"

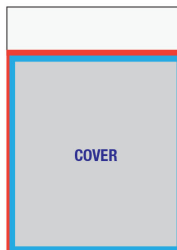


Magazine Cover (Front or Back)

Document Size: 8" x 9"

Trim size: 7.5" x 8.5"

Safe Area: 7" x 8"



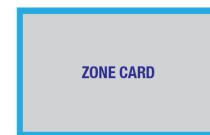
Zone Card (2-sided)

NO BLEEDS must have .25"

White border on all sides

Trim Size: 8.5" x 5.5"

Safe Area: 8" x 5"



Bookmark (2-sided)

Document Size: 7.375" x 11.75"

Trim Size: 6.875" x 11.25"

Safe Area: 6.375" x 10.75"



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