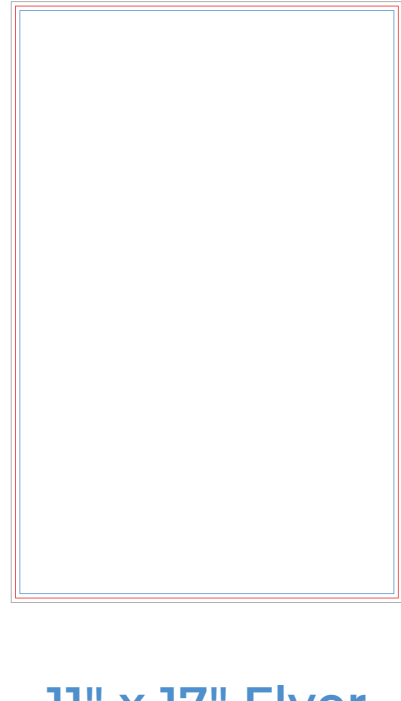


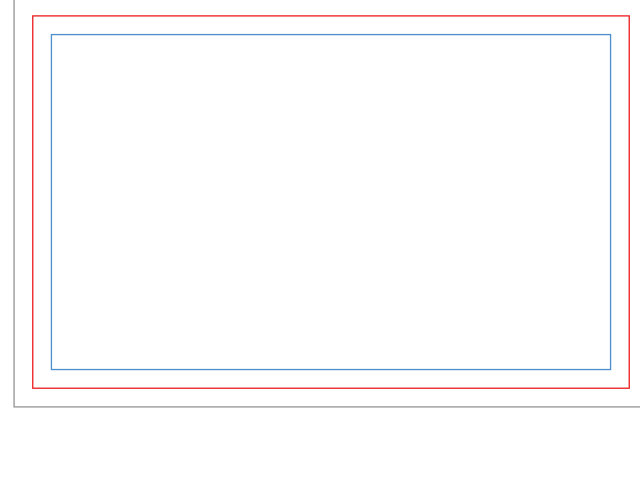
## FLYER SIZES



**11" x 17" Flyer**  
Standard matte

**Document Trim Size**  
11.00" x 17.00"  
279 x 432 mm  
2200 x 3400 pixels

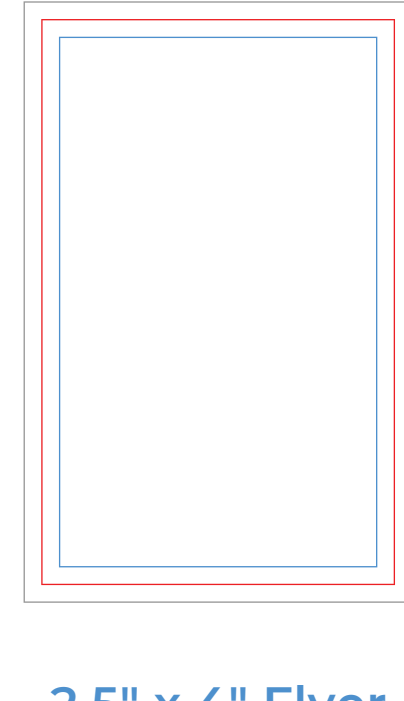
**Full Bleed Size**  
11.25" x 17.25"  
286 x 438 mm  
2250 x 3450 pixels



**4" x 2.5" Flyer**  
Standard matte

**Document Trim Size**  
4.00" x 2.50"  
102 x 64 mm  
1200 x 750 pixels

**Full Bleed Size**  
4.25" x 2.75"  
108 x 70 mm  
1275 x 825 pixels



**2.5" x 4" Flyer**  
Standard matte

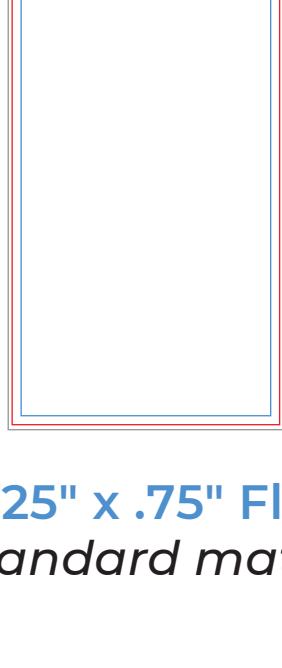
**Document Trim Size**  
2.50" x 4.00"  
64 x 102 mm  
750 x 1200 pixels

**Full Bleed Size**  
2.75" x 4.25"  
70 x 108 mm  
825 x 1275 pixels

bleed line

cut line

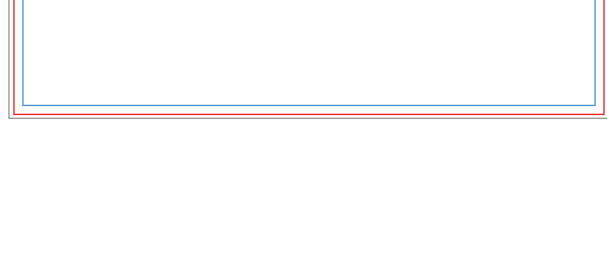
margins



**38.25" x .75" Flyer**  
Standard matte

**Document Trim Size**  
8.27" x 3.74"  
210 x 95 mm  
2481 x 1122 pixels

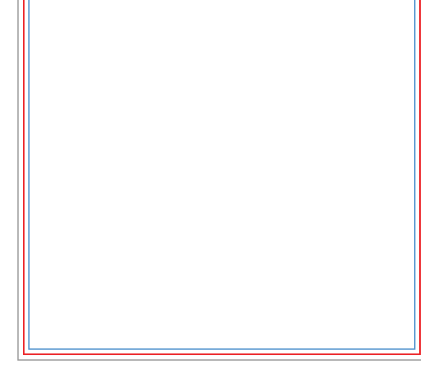
**Full Bleed Size**  
8.39" x 3.86"  
213 x 98 mm  
2516 x 1158 pixels



**3.75" x 8.25" Flyer**  
Standard matte

**Document Trim Size**  
3.74" x 8.27"  
95 x 210 mm  
1122 x 2481 pixels

**Full Bleed Size**  
3.86" x 8.39"  
98 x 213 mm  
1158 x 2516 pixels



**5.5" x 4.2" Flyer**  
Standard matte

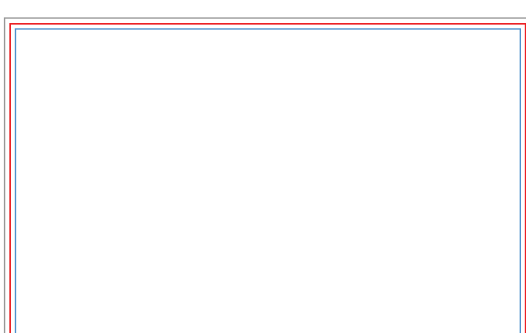
**Document Trim Size**  
5.47" x 4.21"  
139 x 107 mm  
1642 x 1264 pixels

**Full Bleed Size**  
5.59" x 4.33"  
142 x 110 mm  
1677 x 1299 pixels

bleed line

cut line

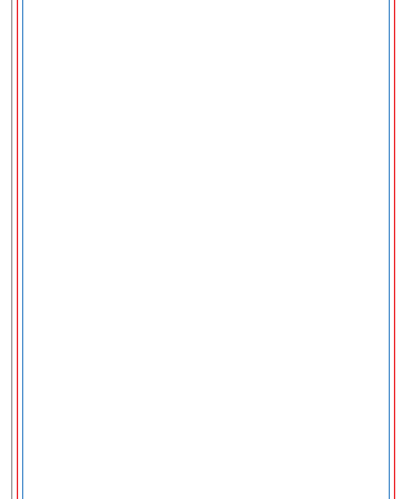
margins



**4.2" x 5.5" Flyer**  
Standard matte

**Document Trim Size**  
4.21" x 5.47"  
107 x 139 mm  
1264 x 1642 pixels

**Full Bleed Size**  
4.33" x 5.59"  
110 x 142 mm  
1299 x 1677 pixels



**6" x 4" Flyer**  
Standard matte

**Document Trim Size**  
6.00" x 4.00"  
152 x 102 mm  
1800 x 1200 pixels

**Full Bleed Size**  
6.12" x 4.12"  
155 x 105 mm  
1835 x 1235 pixels



**4" x 6" Flyer**  
Standard matte

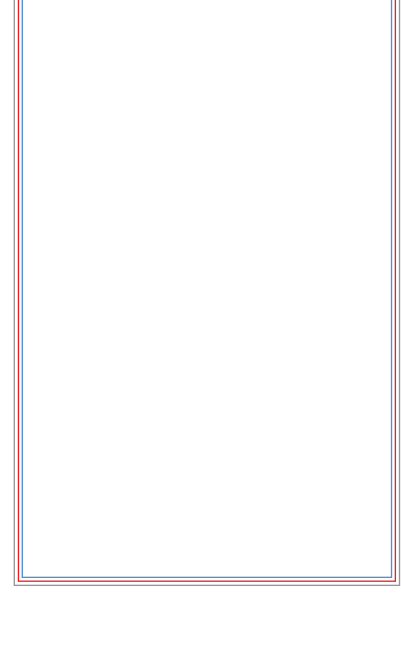
**Document Trim Size**  
4.00" x 6.00"  
102 x 152 mm  
1200 x 1800 pixels

**Full Bleed Size**  
4.12" x 6.12"  
105 x 155 mm  
1235 x 1835 pixels

bleed line

cut line

margins



**8.5" x 5.5" Flyer**  
Standard matte

**Document Trim Size**  
8.52" x 5.47"  
216 x 139 mm  
2556 x 1642 pixels

**Full Bleed Size**  
8.64" x 5.59"  
219 x 142 mm  
2592 x 1677 pixels



**5.5" x 8.5" Flyer**  
Standard matte

**Document Trim Size**  
5.47" x 8.52"  
139 x 216 mm  
1642 x 2556 pixels

**Full Bleed Size**  
5.59" x 8.64"  
142 x 219 mm  
1677 x 2592 pixels



**7" x 5" Flyer**  
Standard matte

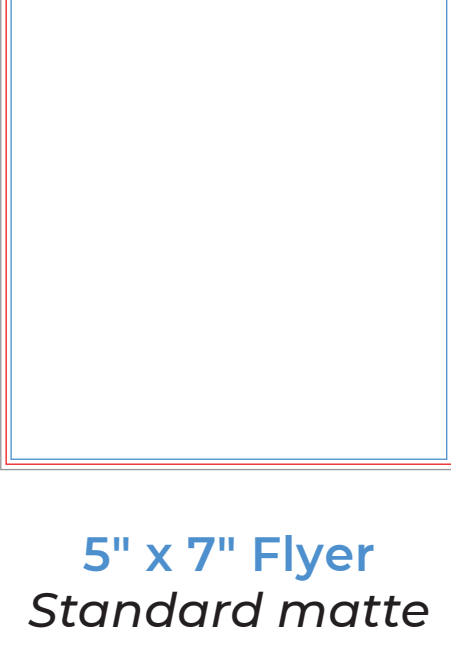
**Document Trim Size**  
7.00" x 5.00"  
178 x 127 mm  
2100 x 1500 pixels

**Full Bleed Size**  
7.12" x 5.12"  
181 x 130 mm  
2135 x 1535 pixels

bleed line

cut line

margins



**5" x 7" Flyer**  
Standard matte

**Document Trim Size**  
5.00" x 7.00"  
127 x 178 mm  
1500 x 2100 pixels

**Full Bleed Size**  
5.12" x 7.12"  
130 x 181 mm  
1535 x 2135 pixels



**6" x 6" Flyer**  
Standard matte

**Document Trim Size**  
6.00" x 6.00"  
152 x 152 mm  
1800 x 1800 pixels

**Full Bleed Size**  
6.25" x 6.25"  
159 x 159 mm  
1875 x 1875 pixels



**11" x 8.5" Flyer**  
Standard matte

**Document Trim Size**  
10.98" x 8.50"  
279 x 216 mm  
3295 x 2551 pixels

**Full Bleed Size**  
11.10" x 8.62"  
282 x 219 mm  
3331 x 2587 pixels

bleed line

cut line

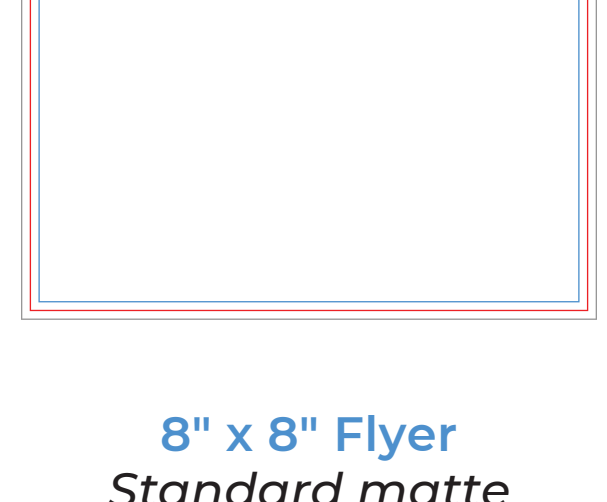
margins



**8.5" x 11" Flyer**  
Standard matte

**Document Trim Size**  
8.50" x 10.98"  
216 x 279 mm  
2551 x 3295 pixels

**Full Bleed Size**  
8.62" x 11.10"  
219 x 282 mm  
2587 x 3331 pixels



**8" x 8" Flyer**  
Standard matte

**Document Trim Size**  
8.00" x 8.00"  
203 x 203 mm  
2400 x 2400 pixels

**Full Bleed Size**  
8.25" x 8.25"  
210 x 210 mm  
2475 x 2475 pixels

bleed line

cut line

margins

## TIPS FOR GREAT UPLOADS

### 01 TRIM, BLEED AND MARGINS

#### Trim

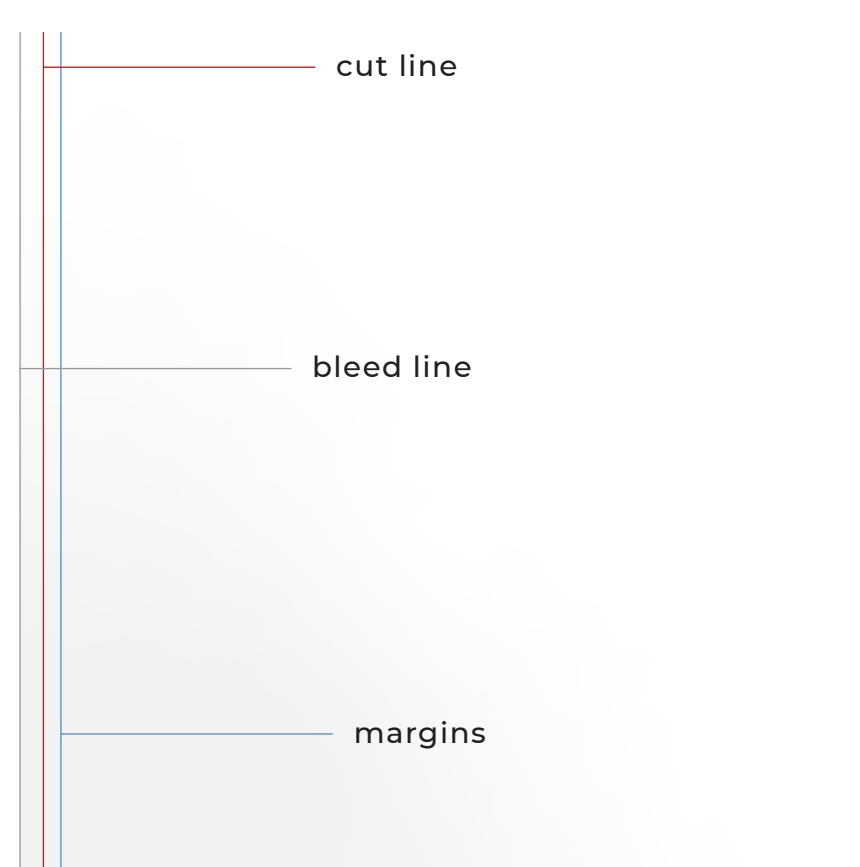
Trim lines are the finished size of the document. The document is cut close to the trim line, but because of the mechanical tolerances involved in printing, the actual cut can happen anywhere between the bleeds and the safe margin. This is why it is important to keep your text and important images within the safe margin.

#### Bleed

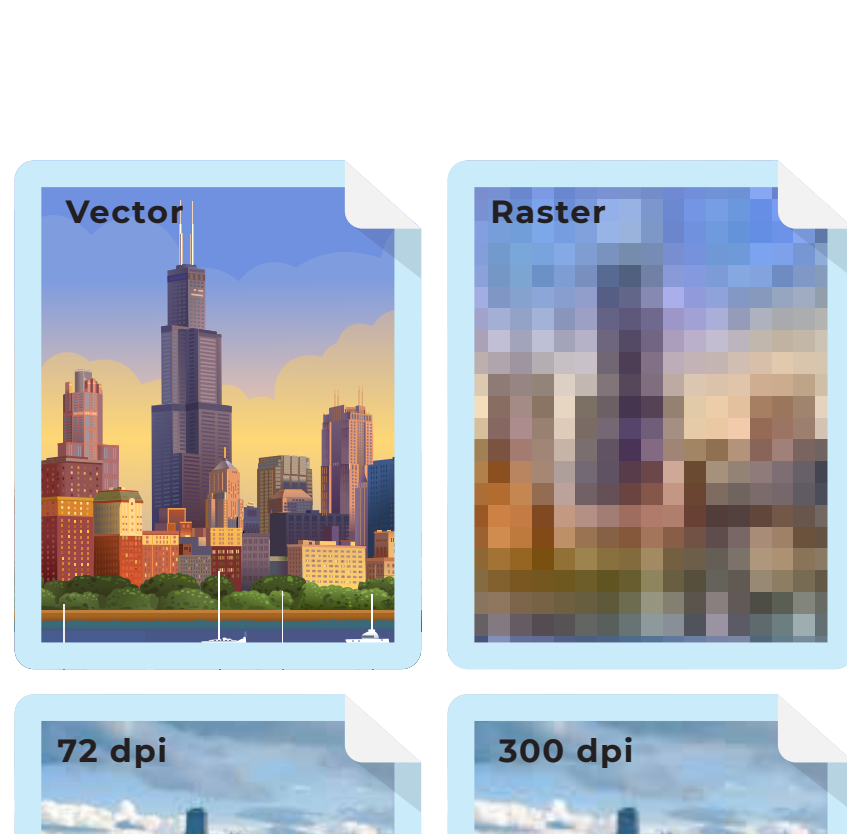
The very edges of the document are called the bleed area. To prevent an unwanted white border from showing at the edge of your document, be sure to extend any background colors or design elements all the way to the edge. It is desirable that the size of the bleed be .0587" from each side, regardless of the dimensions of the product.

#### Safe area / Margins

Please remember to keep all important information, like names, addresses, phone numbers or logos at least .137" from the edge, within the safe margin (represented by the blue line) to ensure that they aren't cut off when your document is trimmed.



### 02 RESOLUTION



#### What is resolution?

Resolution refers to the number of dots per inch (dpi), or the amount of detail the image has. Most documents prepared for upload should be 300 dpi at 100% of the final print size. Higher resolution means a more detailed image, and also larger file and longer upload time.

#### Use Vector Art

When possible, use vector graphics created in a desktop publishing program. Vector images are different from photos because they use mathematical equations to define each component of the image. Vector graphics retain high image quality at any size.

#### Images

Any image you plan to use must be saved at approximately 300-dpi at 100% output size for the very best printing results. It's helpful to know that shrinking an image on a product will increase its resolution. For example, an image captured at 600 x 900 pixels has 150-dpi at 4" x 6". However, it can be printed at 300-dpi by reducing its dimensions on the product to 2" x 3".

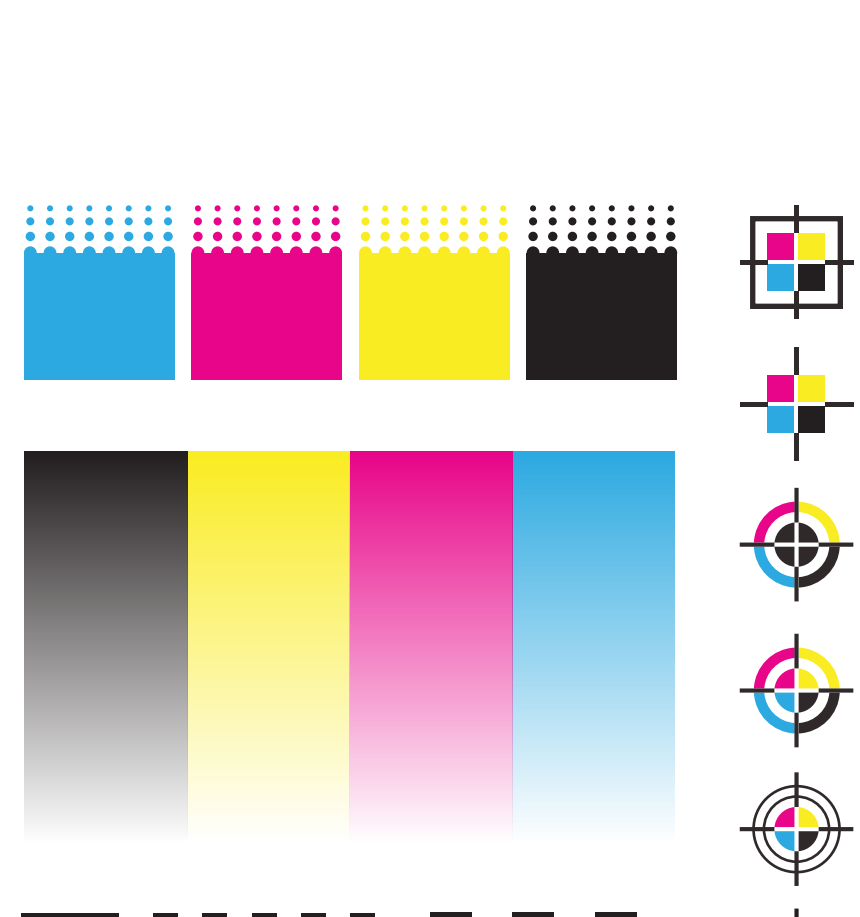
### 03 DESIGN IN CMYK

Since computer monitors use a different color definition (RGB) than that used by professional printers (CMYK), you should convert your document to use the CMYK color definition to achieve the most accurate color results. If your software allows, use "CMYK: Web Coated (SWOP) V2" to see the most accurate representation of the final printed colors.

#### CMYK vs. RGB

CMYK (Cyan, Magenta, Yellow and Black) are the colors used in the printing process, whereas RGB (Red, Green and Blue) are the colors used by screens displays such as your monitor. Please note that JPEG files are almost always in RGB.

Your document should be created in CMYK mode so that the colors that you see on the screen most closely match the final printed product. If you create your document in RGB, the colors in your printed product may vary slightly. Many of the bright values produced by your monitor cannot be reproduced in print.



### 04 CONVERTING FONTS TO OUTLINES

**Outline** |

\* Changeable text

**Outline** |

\* Outlined - Text converted to curves

Text can be converted to curves (paths) in some graphics programs. This will fix upload errors that result when fonts cannot be embedded in your file.

#### How to convert fonts to outlines in Adobe Illustrator?

1. Select all text.
2. Click Type Menu > Type > Create Outlines
3. Text now has a blue outline.
4. Save a copy and re-upload.

