

DataPreparationGuidelines



Postcard A5 (148x210mm) 280g,

4/4- oder 4/1-colours, on PremiumSilk, front side varnished, reverse side inscribable

Standard-Postcard reverse side chooseable

Size of print file	: 152 mm x 214 mm
Final format, open	: 148 mm x 210 mm
Final format (folded)	:
Bleed/trim allowance	: 2 mm
Safety margin	: 3 mm
accepted file formats	: JPG, PDF
Resolution	: 300dpi
ICC-colour profile	: VS: ISO Coated V2 300% (ECI); RS: PSO_Uncoated_ISO12647_eci.icc

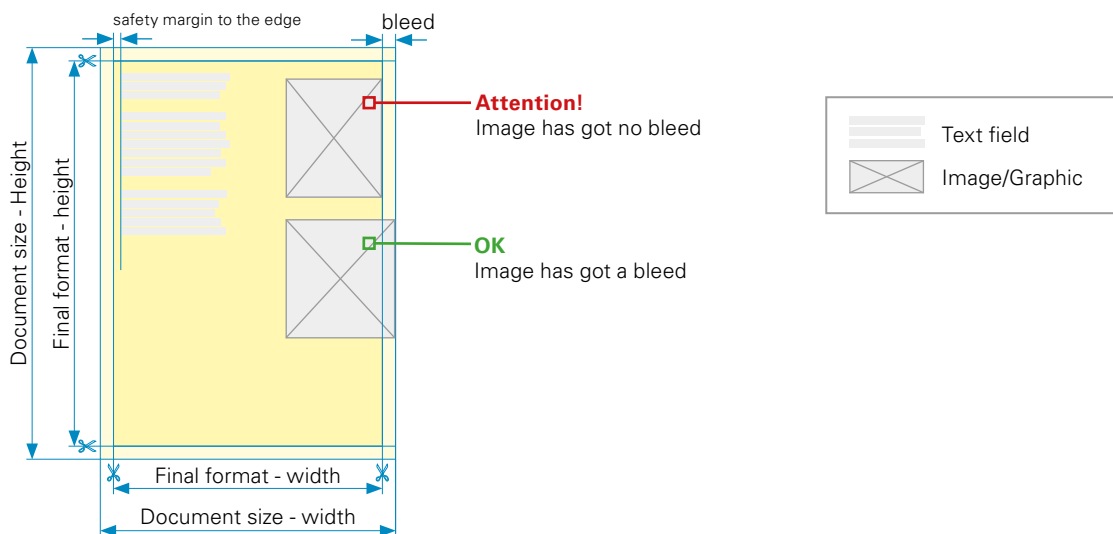
Art. 383

Orientation

The stated Nr. of pages are gratuitous and represent a guideline.



Dimensions



Data size The gross format is the sum of the height x the width of the document .
Open format + bleed = gross format.
Important: open format (layout) must be horizontally and vertically centered.

Open final format cut, unfolded size of the printing product. Dimensions always defined as width x height.

Bleed/trim allowance While producing print products there might occur cutting tolerances. Colour areas, pictures and graphics, which expand to the margin of the page, have to be placed with a trim allowance. The trim allowance has to exceed the open format **2 mm**. Otherwise your print result might be dissatisfactory.

Safety margin Due to adding a safety margin you can prevent unwanted results. Please make sure to layout text, pictures, logos or other important elements at a distance of **3 mm** from the edge.

accepted file formats JPG, PDF (1.3 / PDF X1a)

Attention: Draft is not true to scale! Lines portray signifying reasons and do not belong to the layout.

Applicable professional knowledge for your chosen product

In order to obtain information regarding the specific procedures of the graphic program you are using, we refer to the help function of your specific layout program. These are normally documented and structured so that you receive the required information.

- colorspace/colorprofile** The printable colour space is cmyk (if not stated differently on page 1). Don't use RGB or spotcolors. The product-specific colour profiles you find on page 1, in the section info/product quality. We do not assume no liability for colour shifts to cmyk. Single-coloured black products are created in grayscale or pure black channel. Latest profiles for offset- printing can be downloaded at the following website: www.eci.org.
- max. colour application** The max. colour application for offset printing cyan+magenta+yellow+key must not exceed 300 %.
- Shadows/Highlights** Due to technical reasons process a guarantee for a perfect print of process-colours below 5 % or over 96% cannot be given (in offset printing).
- resolution of images in your layout**
 - products as far as DIN A3**
colour-and grayscale-images: 300dpi
 - products as far as DIN A2**
colour-and grayscale-images: 250dpi
 - products larger than DIN A2**
colour-and grayscale-images: 150dpi
 - bilevel images (black/white)**
size-dependent: 600dpi

Please take note: a projection of the resolution (e.g. from 72dpi to 300dpi) does not enhance the print quality. The same applies for subsequent scaling of images with your layout programm.
- Black/deep black** The print colour „black (k)“ in offset printing serves as a contrast and depth intensifier of the colours cmy (cyan, magenta, yellow). A pure offset-black appears optically, rather dark gray/anthracite.

Colour blend deep black: cyan 40%, magenta 40%, yellow 40% and black 100%.
Fonts (up to the size of 14 Pt) have to be created with pure black due to the fact that otherwise the colours cmy might produce flashes at the edges. Please set up the overprinting mode for pure black fonts and lines.
- gray balance** Tones of the greyscale which are mixed up by the colours cmyk tend to produce colour casts. Please set up grey areas with pure black (e.g. cmyk=0,0,0,50).
- overprinting** The overprinting settings for individual colour areas defined in the PDF by the customer file are applied. An exception is black text which will always be set for overprinting status in order to avoid white flashes along the edges. Attention: if you are transforming black text into curves please make sure that you check the overprinting settings afterwards. Generally they get lost in the illustrated case. Beware of that black = set overprinting!!!
- overprinting/trapping** In order to avoid white flashes when colours touch or overlap, the trapping will be executed (colours slightly overlap). The size of the trapping is dependent on the paper and further processing, and will be generated automatically by us. Pixel-files (JPG, TIF) cannot be trapped themselves.
- transparency** Transparencies generally have to be reduced/flattened before printing. This process makes a visual control unavoidable. Please execute this while generating the PDF and with the Acrobat/Reader with enabled overprinting preview. Please make sure that you execute the transparencies with a high resolution (see the help function) and check the results with the Acrobat / Reader. In case of existing transparencies an automatic conversion will be executed. flyerwire assumes no liability for wrongly reduced transparencies.
- fonts** Fonts have to be embedded completely in the PDF file. Some fonts producers don't allow embedding fonts due to licencing reasons. Transform in such cases all fonts into curves. Avoid artificially generated fonts (e.g. Faux-Bold in Photoshop). Those have to be rasterized before outputting as PDF-X1a. An output with a higher PDF version can cause problems in the RasterImageProcessor and is not accepted as reason for complaint.

Create a printable PDF

create PDF-Files with the PDF/X-1a Standard (cmyk).

The standard guarantess that all Fonts in the PDF file are embedded, neither transparencies nor RGB data is in place and not printable elements (form fields, interactice data..) are avoided.

Make sure that the correct colour profiles for possible transformations of RGB to cmyk-data are used and that those are presetted in the PDF output settings.

We are not assuming liability for print-errors which are caused by PDF-files which are not in compliance with the PDF/X-1a standard. This especially applies for colour transformations with RGB and spot colours, as well as for transparencies within the PDF.

Before executing the upload we strongly recommend to check your PDF (e.g. with Adobe Acrobat or Adobe Reader®).

BasicCheck - automated check workflow (inclusive)

In principle all orders are passing a BasicCheck. In detail your print data is passing through automated and standardized Check- and Normalization procedures. Your print files will be checked if they are in compliance with our file preparation guidelines and if necessary corrected automatically. Included are modifications which are necessary in order to make your print data printable (necessary colour modifications, resizings ect.). Please keep in mind that an automated adjustment of your printing data doesn't lead in consequence always to an optimal printing result.

Note:

Please note that you are responsible for the creation of your print-data. We are in charge for the correct processing of the delivered print data. Regularly we are detecting errors within our ActiveCare check and service which would have lead to unwanted printing results. In case we are modifying your data within the BasicCheck due to the non-compliance with our guidelines of the BasicCheck you are not entitled to exercise or complaints. Thanks for your understanding.

We recommend **ActiveCare**.

ActiveCare - QualityCheck and Service (optional)

With ActiveCare- our QualityCheck and Service you are playing save.

Please take notice of the data preparation guidelines for the choosen product!

With **ActiveCare** you are benefiting additionally from our know-how with individual support. We are granting you purposeful support in order to achieve the optimal printing result for your orders. Following list gives you a brief overview of the most important ActiveCare checks and our procedures.

Print format size	(e.g. your print file is smaller or larger than the desired product) In case a correction is possible, we are executing one and/or get in touch with you.
Print format Proportion	(e.g. width and height of your print file are having proportionate deviations). In case the deviations are smaller than 10% we are correcting them. Otherwise we get in touch with you.
Format corresponding to the product?	(e.g. print file (s) are not corresponding with the ordered product) We are adjusting your data and/or contact you.
Safety margin to edge	(Danger of the bleeed cutting out relevant text or graphics because they are placed near the edge) In case a correction is possible we are executing it. Otherwise we get in touch with you.
Bleed and trim	(e.g. products, which require a trim allowance are created without one in the final format) In case a correction is possible we are executing it. Otherwise we get in touch with you.
Orientation and revision	(e.g. pages are not placed correctly) The order status myfly offers you the possibility to inspect the orientation of your print file(s) and if needed spin them by yourself. In case we are detecting that the orientation might not be done on purpose, we are getting in touch with you.
Colour application	(the colour code cmyk-overall colour application is larger than 300%) A colour application above 300% is being modified according to the norms of offset printing. This might bring colour-changes.
Colour space	(e.g. the colour code RGB or spot colours instead of the colour code cmyk) RGB and spot colours are automatically converted according to the FOGRA-guidelines in cmyk colour code. This can have the effect of colour change effects.
Resolution of your file(s)	(e.g. the resolution is too low) In case a correction is possible without any perceptable quality losses, we are correcting the file(s). Otherwise we are getting in touch with you.
Tone value	(e.g. tone values below 5% can break of in the printing process) We are inspecting and checking the impacts for your product, correct the adjustments and/or get in touch with you.
Embedded Text	In case the text is not embedded in your PDFs we are embedding them for you or get in touch with you.
special questions (notice field)	In case you got questions regarding your print files or generally concerning ypour order you can leave us a note in the notice field during the order process.
File errors	(e.g. wrong marker, storage errors) We are correcting file errors which do have negative effects on the result or contact you.

Attention! We do not take and have responsibility on the design characteristics of your orded printing product. This includes notably as well the ortography as well as as the cmyk color code composition of black and gray areas (except area coverings > 300%).