Printing Postcards and Leaflets
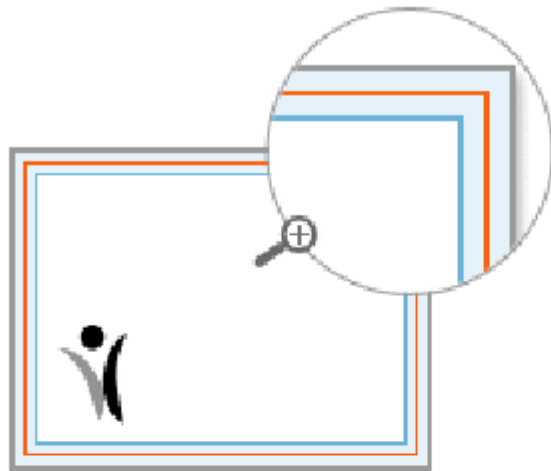
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Choose the printing company first

- Choose a printing company *before* designing a postcard or leaflet:
  - Because specifications for artwork vary from one company to another
  - You can find cheap printers by searching on Google and eBay

- On the printing company's website, find the artwork specifications
  - The next slide shows sample specifications

Sample artwork specifications

- Go to VistaPrint.co.uk. Scroll to bottom of page
  - Click on *Artwork Specifications*, then the product you want
  - Here are the specifications for *Postcards – Standard*

Full Bleed Size (starting document size)

142mm x 110mm
1677 x 1300 pixels

* Finished artwork should use the full bleed dimensions for best results.

Document Trim Size (final size after being cut)

139mm x 107mm
1642 x 1264 pixels

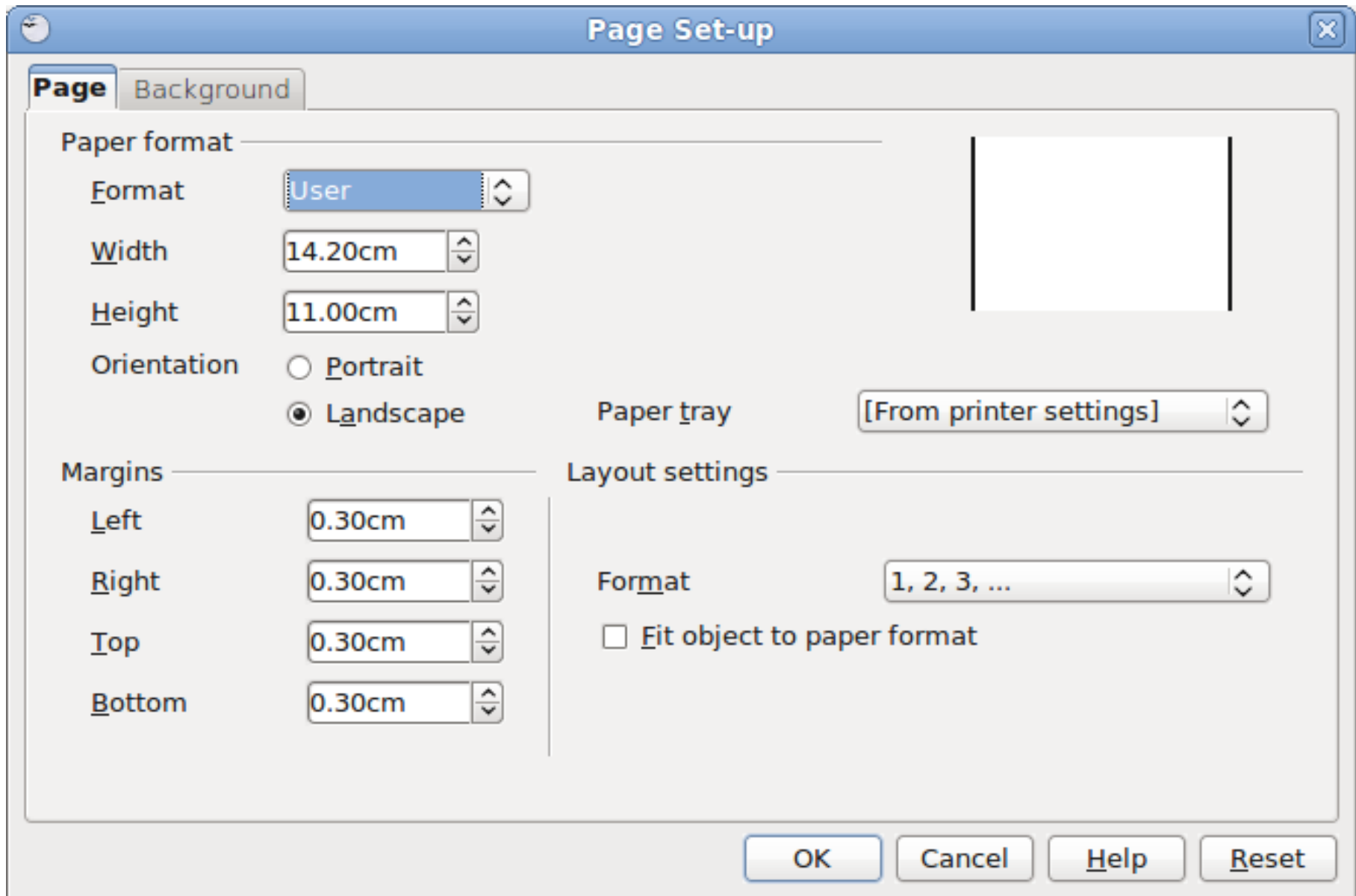* Please be sure to keep all text within the safe margin.

Resolution

300 DPI

See accepted file types ▶

○ ⟷ Horizontal   ○ ↕ Vertical

Key

—— Full Bleed

—— Trim

—— Safe Margin

▮ Bleed Area

Understanding the artwork specifications

- **The size of the postcard will be:**
  - 139mm x 107mm (1642 x 1264 pixels using a 300dpi colour printer)

- **The postcard will be printed onto larger paper and cut to size:**
  - The larger paper size is called the "full bleed size"
  - 142mm x 110mm (1677 x 1300 pixels)
  - That's an extra 3mm taller and wider (1½mm on each side)

- **The guillotine might be slightly misaligned, so:**
  - Keep important text within a "safe margin" inside the postcard
  - This safe margin size is *not* explicitly stated!
  - The diagram suggests it is 1½mm on each side

- **So… In a word processor or drawing editor, set:**
  - Page size = 142mm x 110mm (the full bleed size)
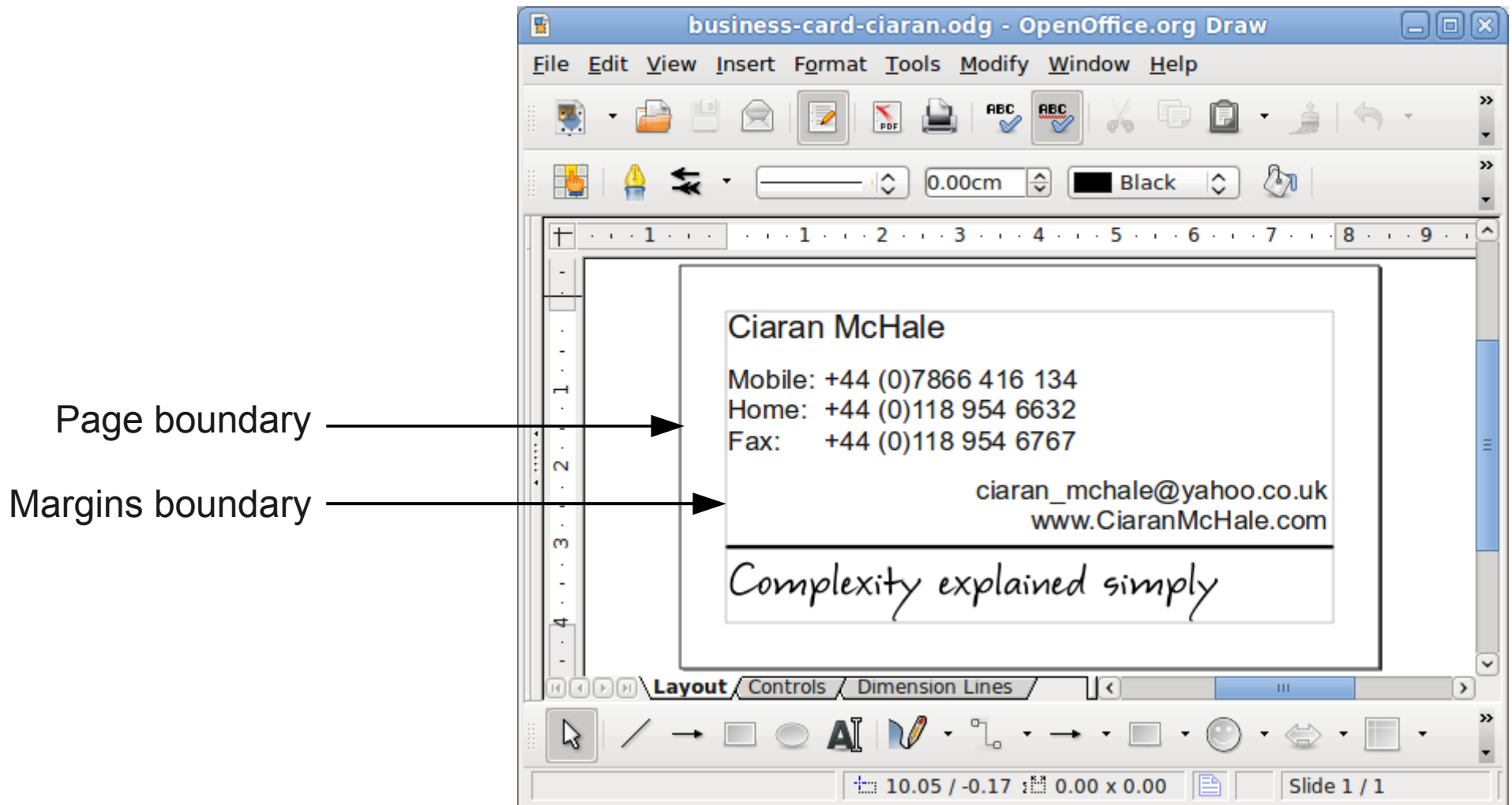 - Margins = at least 3mm on every side

Setting page size in OpenOffice.org

- Click on *Format → Page…* and fill in the dialog box

Example of a business card

- ■ OpenOffice.org uses:
  - A black line to show the page boundary
  - A grey line to show the margins boundary

Page boundary

Margins boundary

Sending artwork

- Save/export the artwork in a format acceptable to the printing company

- OpenOffice.org *Draw* application provides the following:
  - *File → Export…*   *(enables you to save in JPEG format)*
  - *File → Export as PDF…*

- Warning: colour combinations that are readable on the screen may be difficult to read on printed paper

- So, before sending your artwork to a printing company, print a draft copy on a good quality colour printer:
  - Export your artwork as a JPEG file
  - Copy the file to a USB flash drive
  - Take to a self-service photo printer at Boots (costs about £0.40)
  - Don't worry about cropping; just check that colours are okay

Hidden charges at VistaPrint.co.uk

- Warning: VistaPrint have hidden charges:
  - But they are still cheap

- Example of a "500 business cards for £5.00" offer:
  - £5.00   The price quoted in promotional material
  - £1.74   The fee to upload my own design
  - £3.78   Postage
  - £1.84   VAT
  - Total: £12.36

- Postage options were:
  - £3.78   for 3-week delivery (what I choose)
  - £6.18   for 2-week delivery (the default)
  - £9.10   for 1-week deliver
  - £15.54   for 3-day delivery

Summary

- **Different printing companies have different artwork specifications**
  - So choose a printing company *before* designing your artwork

- **Use the artwork specifications to set the page size and margins in your drawing editor**

- **OpenOffice.org applications show margins in a pale line**
  - Helps ensure that artwork near the edge does not get cut off

- **VistaPrint.co.uk are cheap *despite* their hidden charges**