

Your guide to

FOLDED LEAFLETS

SETTING UP AND SUPPLYING YOUR ARTWORK

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Folded leaflets are the first choice when it comes to presenting business information. Perfect for menus, price lists and promotional documents, cheap leaflets are a great way to quickly share advertisements and special offers.

We want your Folded Leaflets to look their very best when your order arrives which is why we have put together this guide to help you achieve the best results possible. Following this guide will also help to avoid any frustrating delays on your order by reducing any artwork issues.

Creating artwork correctly for print isn't easy for everyone, particularly if you have little to no experience in design and print.

We strongly recommend that as well as referring to this guide, you download our artwork templates (available as InDesign and PDF files) and use them to produce your design artwork.

Available sizes & orientation

- A4** Portrait - 4 Page (Flat Size: 420 x 297mm)
- A4** Portrait - 6 Page (Flat Size: 630 x 297mm)
- A5** Portrait - 4 Page (Flat Size: 297 x 210mm)
- A5** Portrait - 6 Page (Flat Size: 445 x 210mm)
- A5** Portrait - 8 Page (Flat Size: 594 x 210mm)
- A6** Portrait - 4 Page (Flat Size: 210 x 148mm)
- DL** Portrait - 4 Page (Flat Size: 198 x 210mm)
- DL** Portrait - 6 Page (Flat Size: 297 x 210mm)
- DL** Portrait - 8 Page (Flat Size: 396 x 210mm)
- Custom size** (Flat Size upto: 710 x 510mm)

SETTING UP YOUR ARTWORK

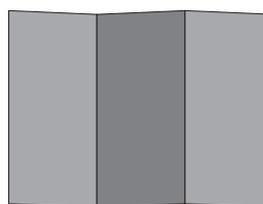
In the example below we show: *DL - Z-Fold - 6 Pages (Flat sheet size: A4 297 x 210mm)*



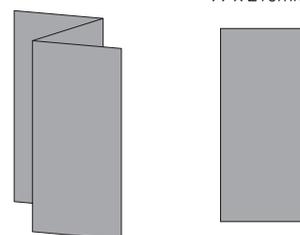
Example shown:
Layer window (InDesign)

Once your design is complete, please remove the 'Guide' layer. Failure to remove will result in the guide layer printing over your artwork design.

DL Flat Size:
A4 297 x 210mm



DL Finished Size:
99 x 210mm



IMPORTANT: Please ensure you have the correct pages in the correct order before uploading your artwork. We have 7 folding types of leaflets available so the order of your pages will depend on what fold type you have ordered.

Finished size

This is the finished size of your product.

Safe area (5mm)

We recommend keeping important content like text, images, logos and other 'live matter' inside the white area.

Why? There is always a small amount of movement during our finishing process and keeping items out of this safe area ensures that they don't accidentally get cut off.

Bleed (3mm)

We require 3 mm on all sides. Please do not include any important content within this area. Please extend your background artwork into this section.

Why? There is always a small amount of movement during our finishing process and extending your design into the 3mm bleed area compensates for this movement to give a perfect finish.

Fold/Crease

This is where the product will be creased and folded.

Colour

To get the best printing results, ensure your artwork and images are **CMYK**. If you use RGB, Pantone or spot colours in any element of your artwork, we will automatically convert them to CMYK which may change your colour profile.

Fonts

To eliminate any font issues please ensure all your fonts are '**Embedded**' or '**Converted to outlines**' before creating your PDF print file.

Image resolution

For optimum image print quality please ensure all your images are **300dpi to 450dpi**. Anything lower than 300dpi will give poor image quality. Images higher than 450dpi will result in high file sizes.

Crop marks and bleed

Please ensure you include '**crop marks**' (offset 10mm) and '**document bleed**' when exporting your artwork file to PDF.

File format

Please supply file as: **Adobe PDF (Print)** format. Ideally: PDF/X-1a: 2001

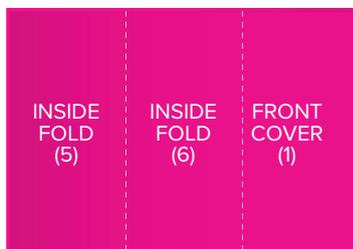
UNDERSTANDING FOLDING TYPES

IMPORTANT: With so many fold types it's easy to get confused! We strongly recommend testing to see if your artwork is backed up correctly by printing your own copy first and folding.

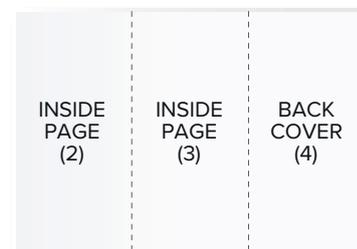
Z-fold



SIDE 1



SIDE 2



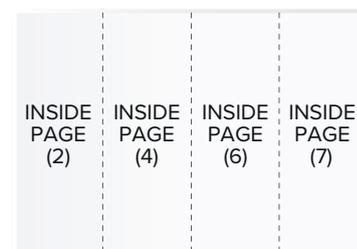
Roll fold



SIDE 1



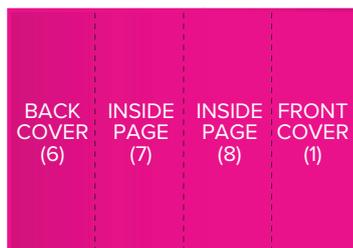
SIDE 2



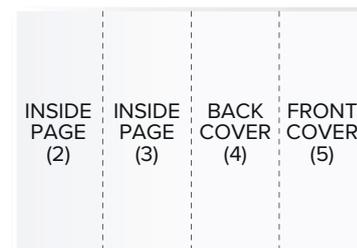
Concertina fold



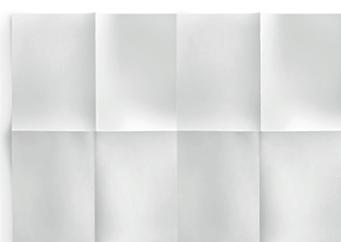
SIDE 1



SIDE 2



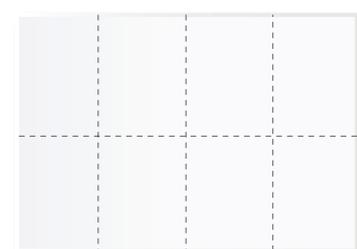
Map fold



SIDE 1

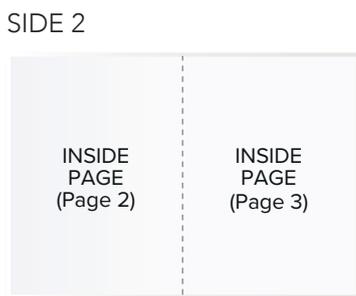


SIDE 2

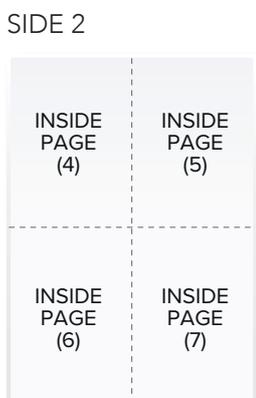
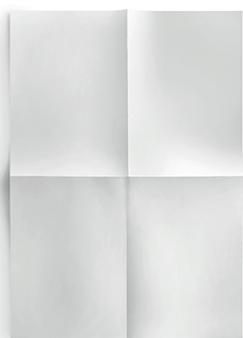


UNDERSTANDING FOLDING TYPES

Single fold



Cross fold



Gate fold



IMPORTANT: With so many fold types it's easy to get confused! We strongly recommend testing to see if your artwork is backed up correctly by printing your own copy first and folding.

TEMPLATES

We strongly recommend that as well as referring to this guide, you download our artwork templates and use these to produce your design artwork. These templates are available to download as InDesign and PDF files.

Available templates

Half Fold:

- A4** Half Fold - 4 Printed Pages
- A4** Half Fold - 2 Printed Pages
- A4** Half Fold - 2 Printed Pages
- A5** Half Fold - 4 Printed Pages
- A6** Half Fold - 2 Printed Pages
- A6** Half Fold - 4 Printed Pages
- DL** Half Fold - 2 Printed Pages
- DL** Half Fold - 4 Printed Pages

Cross Fold:

- A4** Cross Fold - 4 Printed Pages
- A4** Cross Fold - 8 Printed Pages
- A5** Cross Fold - 4 Printed Pages
- A5** Cross Fold - 8 Printed Pages

Roll Fold:

- A4** Roll Fold - 6 Printed Pages
- A5** Roll Fold - 6 Printed Pages
- A5** Roll Fold - 8 Printed Pages
- DL** Roll Fold - 6 Printed Pages
- DL** Roll Fold - 8 Printed Pages

Gate Fold:

- A4** Gate Fold - 6 Printed Pages
- A5** Gate Fold - 6 Printed Pages

Z Fold:

- A4** Z-Fold - 6 Printed Pages
- A5** Z-Fold - 6 Printed Pages
- DL** Z-Fold - 6 Printed Pages

Concertina Fold:

- A5** Concertina Fold - 8 Printed Pages
- DL** Concertina Fold - 8 Pages

Mapa Fold:

- A5** Map Fold - 8 Printed Pages
- A5** Map Fold - 16 Printed Pages
- A6** Map Fold - 8 Printed Pages
- A6** Map Fold - 16 Printed Pages

If using our InDesign template

Place your design within the 'Artwork' layer and delete the 'Guide' layer before exporting to your print ready PDF.

IMPORTANT: Failure to remove the 'Guide' layer provided in our template will result in the guides printing over your artwork design.

If using our PDF template

Delete all references to the template in your artwork file before exporting to your print ready PDF.

IMPORTANT: Failure to remove any template information will result in the template printing on your artwork design.

RESOLVING COMMON ARTWORK REJECTION ISSUES

Once you have created your order and uploaded your print ready PDF, it will be processed using the latest automated pre-press technologies. The PDF will be assessed for quality to ensure your order is produced to the highest possible standard. The PDF will also be checked against the order specification to highlight any possible discrepancies between the order and the artwork supplied.

The vast majority of Artwork Issues are caused by a few common errors:

Trim

The PDF trim dimensions do not match your order specification. I.e. A4 (210 x 297mm) PDF supplied but A5 (148 x 210mm) was ordered.

Image Resolution

Low resolution images are likely to appear blurred or pixelated when printed. Ideally all images should be supplied to 300 dpi as standard to maintain quality of reproduction.

Upside down artwork

If the artwork is upside down on any of the pages the artwork has not been set up as per our templates.

How to resolve

Please ensure you download the correct size template for your order or amend your order specification to match your PDF artwork.

How to resolve

Dots per inch (dpi) is effected when images are scaled in your chosen software (e.g. InDesign). This is potentially problematic when making small images larger. If an image is 300dpi but scaled to a larger size the dpi will decrease proportionately.

To check dpi of your images in e.g. InDesign, select an image and navigate to the info panel (F8- Keyboard). The effective ppi indicates the resolution of the images after scaling. Don't worry if the resolution is more than 300 ppi (dpi), it will be optimised when the file is exported. However, images with low resolution cannot be optimised to be a higher resolution. If you have concerns regarding the resolution of your images, the best thing to do is use alternative images that are of a higher resolution.

How to resolve

Please ensure you have download the correct template that matched your order specification. Also read through this guide that explains how to rotate your artwork on specific pages.