

Print Setup Tips



Digital Production

General

- Bleed .125"
- Margin at least .125"
- Resolution should be 300 dpi
- CMYK color mode (not RGB)
- Can color match using the Pantone color system.
- If using Pantone colors, please use Coated swatches when printing on coated paper and Uncoated swatches when printing on uncoated paper
- Final file should be saved as a print quality 1 up pdf.
(Single page pdf, not in reader spreads)

Mailing

- Letter Rate pieces: Address Block should be a minimum of 4" W x 3" H in the lower right corner. Block should be white.
- Flat Rate pieces: Address block should be a minimum 4" W x 2" H in the top right quadrant. Block should be white.

Signs

General

- Bleed .5"
- Margin .5"
- Resolution should be no less than 150 dpi
- CMYK color space
- Vector format is preferred for Wide Format when possible.
- Final file should be saved as a print quality 1 up pdf.
- We have templates available for many products, just ask!

Explanation of Printing Terms and Other Quick References

What Is Bleed?

A document which has images that touch the edge of the page, extending beyond the trim edge and leaving no white margin. Bleed ensures that no unprinted edges occur in the final trimmed document.

Safe Area - All critical content that should appear in the final printed publication must be kept inside this area to avoid being cut off when trimming to the final size.

Trim - Finished size of publication. Trim line indicates where the product is cut down to the desired final size.

Bleed - Background artwork is extended to this line to be cut off so no white border is visible in the final product.

Margin - Area between Safe Area and Trim Line. A margin keeps important elements from being cutoff during trimming. No important content should be in this area.

Raster File Formats

JPG • GIF • PNG • TIF/TIFF • BMP

Vector File Formats

EPS • AI • CDR • SVG

PDF can be either raster or vector

A good way to tell is: Open the PDF and zoom in. If you see pixelation (jagged edges) it is raster. This is not always the case, but it is one indicator.

Check out our Templates section for examples!

Still have Questions? Please contact us at
850.671.6600 | www.targetprintmail.com