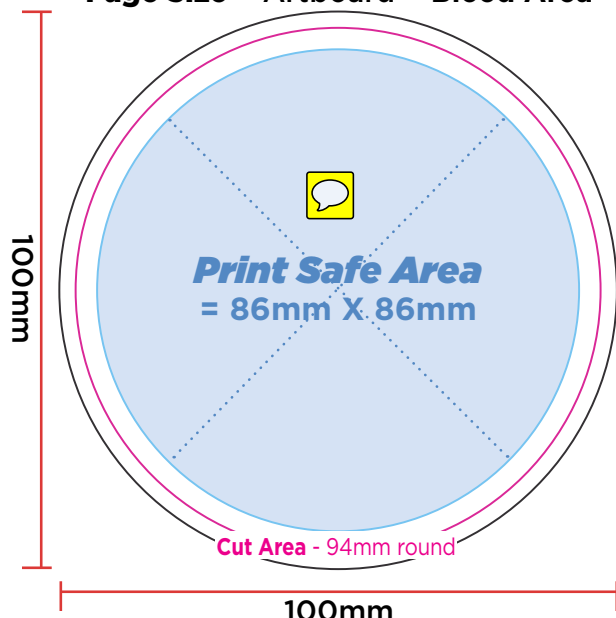


BEER MAT ARTWORK SPECIFICATION SHEET FOR 94mm Round Mats

Page Size = Artboard = Bleed Area



WHITE BACKGROUNDS



As with any print job, no matter how experienced the printer, it is the origination that makes all the difference. **Please take time** to follow this simple checklist while setting up your job to ensure a quality end result. **Thank you.**

These guidelines illustrate how to set up a **94mm round beermat**. For any other size the same principles will apply.

SET UP:-

- 1) Start off with a **Page Size (Bleed Area)** of **100mm x 100mm**.
- 2) All text **MUST** be within the **Print Safe Area**. Draw an **86mm x 86mm** circle and centre it in the middle of your **Page (Artboard/Bleed Area)**
- 3) The magenta line shows where we will **CUT** the mat (94mm)

If adding Backgrounds please remember:-

- 1) Use high resolution photographs (set to **300DPI**) ☐
- 2) Keep **Solid** background colours simple, make them up out of 2 or 3 Process Colours (**CMYK**) maximum **NO Pantone Spot Colours**. Set your swatches **Colour Mode** to **CMYK** and **Colour Type** to **Process** ☐
- 3) If you want a **Border** (we recommend you don't) make it at least **8mm** thick to include the 3mm bleed. ☐

When adding Text please remember:-

- 1) When using small or fine **Black text (100k)**, this should be no smaller than **7pt** ☐
- 2) When using **Black** on a coloured background or picture, please use **Rich Black (Cyan 30, Magenta 30, Yellow 10 and Black 100)** ☐
- 3) On a coloured background **White-Out Text** MUST be no smaller than **9pt** ☐
- 4) For **Small Coloured text**, on a white background, **try** use no more than 2**CMYK** colours, **again NO Spot Colours!** ☐
- 5) Keep to **bolder/ thicker** fonts, **always better** not to use fine/thin fonts, wherever possible. ☐

On Creating your PDF file to send to us.

Please follow these guidelines:

- 1) We **DO NOT NEED** any Printer Marks - **NO Colour Bars**, **NO Bleed Marks** and **NO Tick (Crop) Marks**. ☐
- 2) **NB:** Create Outlines of all fonts, unlicensed fonts will not print, as a PDF cannot embed them. ☐
- 3) Save as a **High Resolution (Press) PDF** at **300DPI** ☐
- 4) Save **each** front and back **separately** and name them clearly ☐

We die-cut your mats to 94mm round with (6.35mm) rounded corners, unless a special shape has been arranged.