

**IT'S THE PEOPLE
THAT MAKE THE
DIFFERENCE.**

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FILE INSTRUCTIONS:

The best way for Ad-Mail to quickly produce quality results is to receive your digital files designed with some basic guidelines. If you have the luxury of time on your hands, we would be more than happy to work with you at any stage in the design process! Contact your Customer Service Representative with any questions that you may have regarding your unique project.

ACCEPTED FILE TYPE:

Please send your file as:

An Adobe Acrobat PDF File

BLEEDS:

Your document qualifies as "no bleeds" only if you have no artwork or color within 1/8" of every edge. If that is the case, send your PDF artwork at its final trimmed size.

If your document has full bleeds, set up your document with:

1/8" full bleeds with no crop marks

Please specify to your CSR the final cropped size of your document and your bleed width (1/8").

For example, if you have a 6x8.5" postcard with bleeds, you would send your document as a 6.25x8.75" file, specifying the finished trim size (6x8.5") and your designed bleed width (1/8").

COLORS:

You will get the best color matching results if you specify your colors as: **PANTONE® Coated** or **CMYK**. If your file is in RGB format, we cannot be responsible for the color conversion to CMYK. Your colors will most likely turn muddy - please set up all images as CMYK to get the best results.

POSTCARD ADDRESSING AREA:

You must design at least 3.5" of clear space from the right edge of your postcard to comply with mailing regulations for addresses and barcodes.

IMAGE QUALITY:

Your images, graphics and logos will print best at a **minimum resolution of 300dpi**. A lower resolution image that you save at 300dpi does not make the image print better. The best image file formats to use within your PDF document are **.jpg and .eps**.

FONTS:

In order to eliminate Pre-Press font issues, please convert all of your fonts to **outlines**.

If your document contains variable text, we are happy to provide many font options. Contact your CSR with your specific request.

GETTING YOUR ARTWORK TO AD-MAIL:

You can **e-mail** your digital files to your CSR or deliver a **CD** to our office.

If you have any graphics questions, please contact:
Katie Jenks, Graphics Specialist
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