

popcornprint

## Printing Guidelines

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The following guidelines have been created so that we have the best opportunity of delivering the best possible results for your job.

If you need anymore information regarding setting up your artwork correctly please contact us on (08) 8231 6060

## Print Set Up / Guidelines

### Overview

Popcorn Print cannot accept responsibility for print errors or late deliveries where artwork has been supplied incorrectly, knowingly or not.

Popcorn Print will assure all care is taken when undertaking your print job and proofs are available upon request.

Digital proofs, for smaller digital print jobs only, will incur a nominal fee.

If you have any questions regarding your artwork, please contact the team at Popcorn Print or should you require artwork to be done we have a creative studio right at our doorstep.

### Printing Specifications

Please have your artwork supplied as specified below in relation to your print job.

Artwork that is not correctly set-up may be subject to a file handling fee and or delayed turnaround times.

### Artwork Generation

We advise that artwork is generated and amended in industry standard software programs such as Adobe InDesign, Photoshop, Illustrator, Acrobat or Quark Xpress.

Popcorn Print does not recommend using artwork originally generated in other software, especially Word, Powerpoint and Publisher.

Artwork supplied should be saved as a print ready PDF, EPS, TIFF or a packaged file including all linked files.

### Bleed

Bleed refers to the area extending beyond the trim lines where the artwork or background colour is extended to the edges and helps accommodate the inherent margin of error where the final cuts are made.

All artwork must include a 3mm bleed on all sides to avoid the above problems nor any unwanted white borders. If you're unsure how to set up the bleed, please contact us.

### Resolution

All non-vector artwork should be supplied at 300DPI, any artwork supplied lower may produce unexpected results.

PDF's generated from InDesign should be done using 'Press Quality' settings with Transparency Flattener set to High Resolution.

### Artwork sizing examples with bleed

Size	Final size	3mm bleed
A2	420 x 594	426 x 600
A3	297 x 420	303 x 426
A4	297 x 210	303 x 216
A5	210 x 148	216 x 154
A6	148 x 105	154 x 111
DL	210 x 99	216 x 105

To set bleed using Adobe Illustrator or InDesign first create a new document at its final size, then in the 'bleed' section, add 3mm of bleed all around.

In Photoshop create your document to your final artwork size, go to "Canvas size", and add 6mm to both the height and to the width, this will add 3mm of bleed to all edges. Making sure the background colour or artwork image fills this bleed area.

## Print Set Up / Guidelines

### Imposition / Folding / Finishes

All artwork needing impositions, folds or specific finishes, must be accompanied by clear instructions and an example where possible.

### Colour

Unless specified all colour printing is CMYK process.

Colours shown by your monitor will not be the same as the print process, due to a monitor displaying in RGB colour mode and is subject to balance and contrast adjustments like a TV.

### Spot Colours

Spot colors are printing inks of colors that are specially mixed according to a recipe, these are usually chosen from colour matching systems and swatch books.

They are generally used to achieve an exact color that CMYK process colors cannot provide.

Two main factors to consider when deciding whether or not to use spot colors are cost and budget. Spot colors added to a 4-color job will significantly raise the cost. Carefully choose and define all colours in your files as either CMYK or spot.

### Appearance of Black

When using a large ink coverage of black eg. background colour we recommend using a vibrant black. C 40, M 40, Y 40, K 100.

### Type

All fonts used should be embedded (PDF's) or converted to outlines (Illustrator EPS / Ai).

### Overprint & Knockout

Please ensure that no elements of the design are set to overprint unless specifically required. We cannot always check for this and it is likely to generate unexpected results. If you're unsure about how to check for this please contact us.

### PDF Exporting

If you are exporting your file to a PDF format please use the below instructions. Go to File > Export > PDF. Choose 'Press Quality' Go to marks and bleed click on Trim Marks and "Use document's bleed settings.

### Compression

Files should be supplied uncompressed wherever possible; All files sent via electronic file transfer methods should be as PDF format or compressed as either .sit or .zip files.

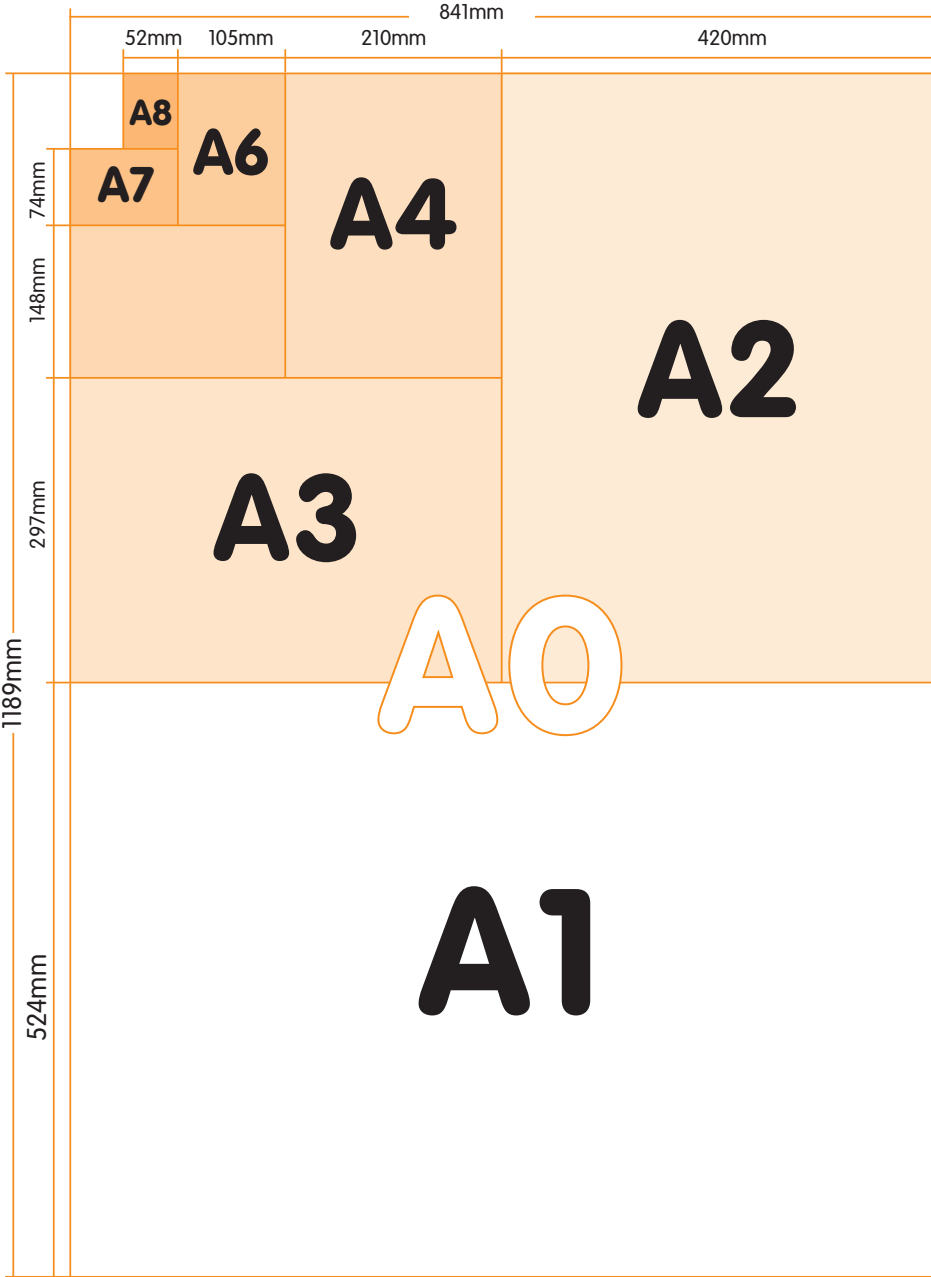
### File Delivery

Ideally artwork should be supplied on a CD or DVD. Alternatively the artwork can be emailed providing the file size is less than 5MB. Please remember to include full contact details with your email. All files over 5mb can be uploaded to our FTP, sent on CD or DVD, please phone first to arrange this. Please note that we do not hold any supplied artwork unless otherwise specified.

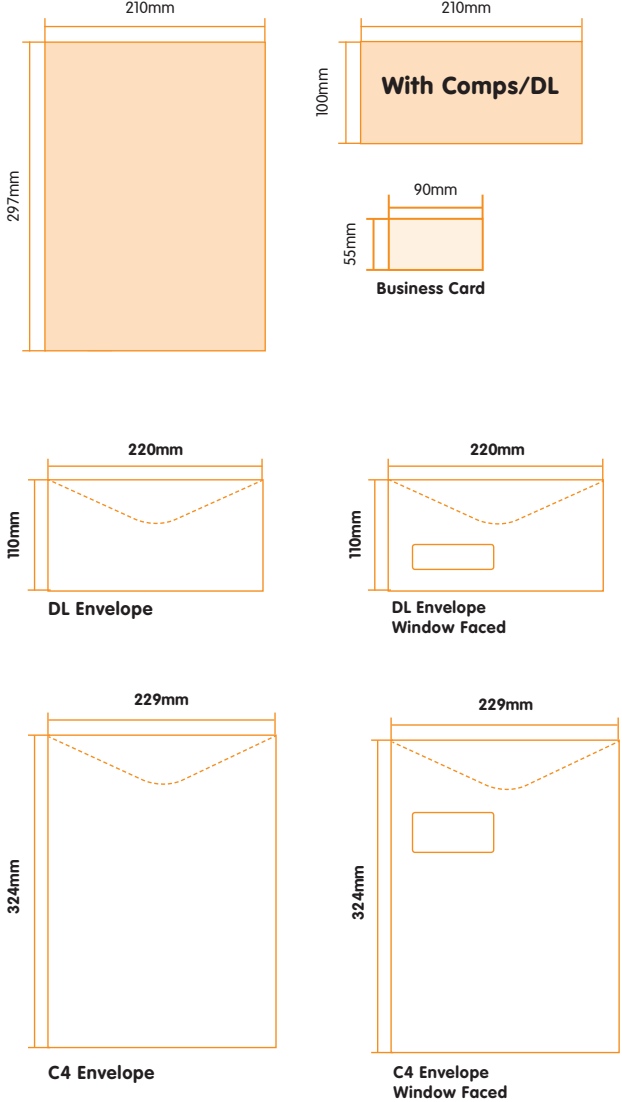
### Resupplying Artwork

We aim to check and prepare all artwork as soon as it is received, if you need to amend your artwork and re-supply it you must phone the office to arrange this and clearly label the re-supplied version. Popcorn Print cannot accept any responsibility if incorrect versions are printed when multiple versions have been supplied without clear instructions. If the files are complex and take significant time to prepare for print a charge may be incurred.

# Paper Sizes



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Orders can be done via email, phone or in person.

Email: [print@pop-corn.com.au](mailto:print@pop-corn.com.au)

Phone: (08) 8231 6060

Address: 225 Grote St, Adelaide SA 5000

Collections can be made via direct pick up, local, country and national courier service or by a distribution company.

Deposit are required for 1st time users, then payment can be made via Eftpos at the studio upon collection, bank transfer prior to pick up or by cheque. Accounts can be created upon request.

For general enquires, please contact:

Mark Bund

0411 611 668

[mark@pop-corn.com.au](mailto:mark@pop-corn.com.au)

Rik Surace

0466 158 848

[rsurace@pop-corn.com.au](mailto:rsurace@pop-corn.com.au)

Dale Newton

0449 173 038

[dale@pop-corn.com.au](mailto:dale@pop-corn.com.au)

\*All prices shown are correct at time of printing and may change without notice due to numerous variants including availability, time and materials\*

255 Grote Street  
Adelaide SA 5000

P. 08 8231 6060

F. 08 8231 6070

[print@pop-corn.com.au](mailto:print@pop-corn.com.au)

[pop-corn.com.au](http://pop-corn.com.au)

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