



www.radiusconnection.com

888.829.2249

For best results please follow our guidelines

Specification for all direct mail products.

FILE FORMAT:

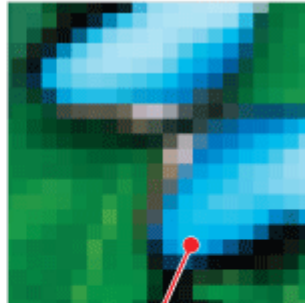
We accept the following file formats TIF, TIFF, JPG, EPS, PNG, AI, Indd, Quark, PSD, MS Publisher, and PDF.

RESOLUTION:

All file formats must have a minimum of 300 dpi (dot per inch) resolution. We recommend 300 dpi for optimal print resolution. The images designed for the web are done at a low screen resolution of 72 dpi. Print images need to be created at least 300 dpi or there will be a substantial drop in the image quality.



Picture created and printed at a high resolution of 350 dpi.



Picture created at a low resolution of 72 dpi will cause the image to be jaggy and not crisp.

COLOR MODE:

Our products are printed in CMYK full color. Please keep in mind that white text on a colored background should be at least 8pt font, to keep it legible through any color smear.

BLEED:

What's a bleed?

Bleed is the portion of the product that will be trimmed off when it is cut to the final size.

Why bleed?

The purpose of a bleed is to continue a color, image, or design to the edge of the product. Due to the possibility of shifting in the trimming process, a bleed is required to ensure that a white line does not show on the edges of your product.

We require ALL files to be built to the full bleed dimension specified for each trim size.

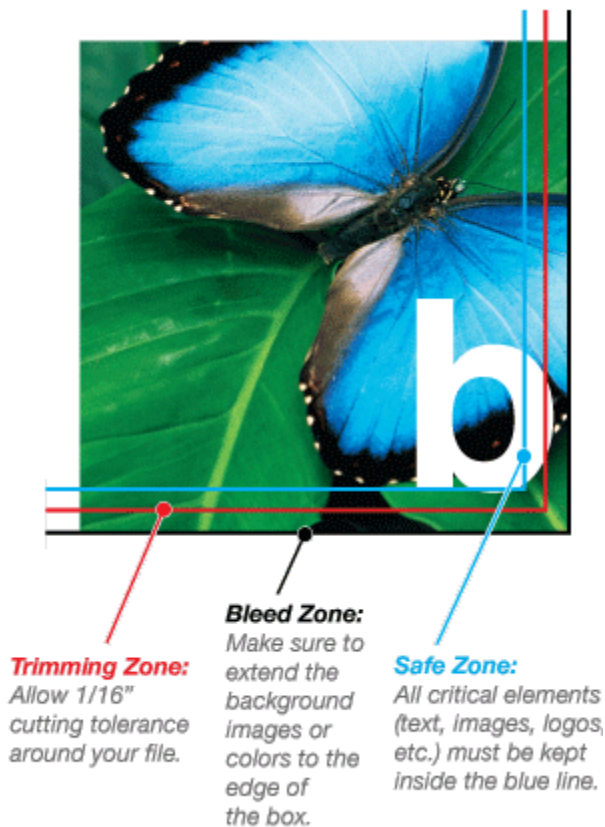
We automatically trim the bleed off of each side, which will result in the desired trim size.

Please build your print-ready digital files by adding the appropriate bleed to your file. Add 0.125" bleed to each dimension (or 0.25" bleed on all four sides) for postcards

CROP MARKS:

Please build your press-ready digital files by adding crop marks.

Lines indicating where the paper should be cut to produce the correct size.



FONTS:

Fonts may be embedded into the files.

Fonts not embedded into files must be submitted with files

SAFE ZONE:

All critical elements (text, images, logos, etc.) must be kept at least 0.125" inside the edge.

Anything left close to edge may be cut off during trimming.

BORDERS:

Please allow 1/16" cutting space around your card. No borders are recommended, as shifting in the cutting process may make borders appear uneven.