

# Artwork Help File

## Flyer Specification

All flyers printed by [facemediagroup.co.uk](http://facemediagroup.co.uk) and [flyerboy.com](http://flyerboy.com) are printed 4 colour process (full colour) both sides on 300gsm art board. Trimmed, packed and made ready for delivery/collection.

## Print Ready Artwork

There are many ways you can send artwork into us. The preferred method is to upload your files from our websites; And the preferred file format is a high res JPG or EPS files. JPG & EPS templates are available for download on the 'design format' page. <http://www.facemediagroup.co.uk/?page=design.formats>

## Flyer Ordering

You can order online, by email, or by post.

To order online, simply go to the 'artwork upload' page and fill in the order form and browse for the files you want printed. One file for the front and one file for the back.

By Email, attach the two files, and in the body of the email, make it clear what you want, who you are and how we can get hold of you.

By post, burn your files to disk, write a covering letter explaining who you are and what you want, it's also a good idea to include a print out of your artwork, so we know that we have the same thing on the disk.

## Flyer Turnaround

Our flyers are batch printed. So your flyer will be 'jobbed up' with 36 other flyers, This is how we can offer such amazingly low prices. Our print runs go to press whenever we have a full run. If we receive your artwork on Monday and we get approval and payment before 3pm on Tuesday, you will receive your flyers on Friday - **FACT**. If you send in your artwork after 3pm on Tuesday, your flyers may go onto the next run, which goes to print later in the week and will be ready for carriage early the next week. You will never have to wait more than 5 working days for your flyers.

## Flyer Delivery

We don't let people down when we promise a delivery day. Once a job leaves our factory, it is down to the courier to get the flyers to you. Over the years we have used many couriers, of which, some have been good and some terrible. We currently use Lynx for all our consignments.

Lynx have a good track record with us. We are very happy with the service they provide... But, as with most national couriers, they have franchised areas and they have a few franchisees who have let us down in the past. If you are expecting a delivery from us, and you are getting worried, contact us for a consignment number and the number of your local depot. Ring them and hassle them, there's no point hassling us. It's out of our hands. You should receive this information in an email from us.

## Returns

On the rare occasion, when something goes wrong, talk to us, we want to know the problems. We will gladly offer a rerun of your job, or a FREE run on your next order, than you go somewhere else for your printing. We get things right... And if we don't, we'll make sure we do next time.

If you want to talk to one of our studio staff, call **0870 770 1994**.  
We will be happy to answer any questions you may have.



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## Compatible File Formats

Artwork can be supplied in many formats.

We can work from the following file formats from both Mac and PC platforms:

Quark <b>grrr</b>	Illustrator <b>yay:)</b>	Photoshop <b>yay:)</b>	Corel Draw	Corel Paint
Freehand <b>grrr</b>	INdesign <b>hmm.</b>	Paint Shop Pro <b>grrr</b>	also JPG, TIFF, EPS and PDF's	

All of the above should be of high resolution, at least 300dpi and above. and for flyers, ideally flattened JPG's or TIFF's to avoid missing fonts/images etc. **OUTLINED EPS FILES ARE BEST to ensure quality.**

## A few important things to remember when supplying artwork for print...

### BLEED

Any images on your flyer, should bleed off the page; and essential text should be away from the edge. We use a 2mm bleed on each edge.

### RESOLUTION

300dpi is the resolution we print at. If your artwork is low resolution, the print will look pixelated.

### CANVAS SIZE - templates available for download

For A6 flyers use a canvas size of  
152.5mm x 109mm  
this includes bleed

The trimmed size will be 148.5mm x 105mm, our price list contains all sizes in mm, inc bleed.

### TEXT

Keep text away from the edge of the flyer, by about 8/10mm for best results.

### FILE TYPES

We find high resolution JPG's the best type of files to supply. They are small enough to email safely. They are also 'flat' so nothing can go wrong, like missing fonts or images. We also prefer outlined EPS's

### WARNING ABOUT BORDERS

Borders on the edge of a flyer, can sometimes give the flyer a classic look. But make sure the borders are a good few mm in from the trim edge... Because of the way we print flyers (upto 32 at a time) and the speed at which we turn them round (from sign off, to your door) these borders may not be an accurate trim to the exact half of a mm... This is why we ask for 2mm bleed. The blade could go either way. **We can not be held responsible if these borders are slightly uneven.**

### ANOTHER DESIGN WARNING

Again, due to the quick turn around of our flyers, the flyers are trimmed down not long after they are printed, in most circumstances we try to give a printed sheet 8 hours to dry completely, this isn't always the case. This is noticeable when one side of the flyer is left white, and the otherside bleeds rich colour to the trim edge... **This will cause slight powdering of the rich ink over, onto the white side... In this circumstance we recommend the use of borders (see above).**

If you want to talk to one of our studio staff, call **0870 770 1994.**

