



# A4 Leaflet

A4 Roll Folded to 1/3 A4

Flat size

**297 x 210mm**

Flat with bleed

**303mm x 216mm**

Finished size

**99mm x 210mm**

Fold / crease

**98mm, 197mm**

Panel widths

**98mm, 99mm, 100mm**



## Bleed Area

You will need to extend your design to fill the bleed area. This area will be trimmed to avoid unwanted white lines appearing during the print finishing stage.



## Trim Line

This is where we will trim your design to the finished size. Any part of your design placed on or outside this line will be cut off.



## Safe Zone

The safe zone is 3mm inside the of the trim line. It's advised that all important elements and text are kept within the white area.

**INSIDE FOLD**

**BACK COVER**

**Outside Spread**

**FRONT COVER**

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Flat size	Flat with bleed	Finished size	Fold / crease	Panel widths
297 x 210mm	303mm x 216mm	99mm x 210mm	98mm, 197mm	98mm, 99mm, 100mm

## Design Guidelines

We can accept artwork files sent by email that are <10MB to [creative@idsmedia.co.uk](mailto:creative@idsmedia.co.uk), otherwise please send via a download link (We Transfer).

All images must be a minimum of 300dpi.

Always incorporate bleed into your job at 3mm full size.

Unless specified all colour printing is full colour and should be completed and saved in CMYK.

Fonts To be supplied.

Adobe InDesign - All fonts to be converted to outlines where possible Package artwork & ensure all images/fonts are collected

Adobe Photoshop .eps/.psd/.jpg - to be CMYK. Flatten all layers where possible.

Adobe Illustrator - Please supply .eps files Ensure any linked files are supplied & all fonts to be converted to outlines or font families supplied.

Adobe Acrobat PDF file

Please note we cannot accept artwork in Microsoft Word, Excel or PowerPoint.

Proofs will be sent as PDF

Production Queries: Please email [creative@idsmedia.co.uk](mailto:creative@idsmedia.co.uk)

## Inside Spread

Fold / crease

98mm, 197mm

Panel widths

98mm, 99mm, 100mm

INSIDE PAGE

INSIDE PAGE

INSIDE PAGE