

# DL Flyer

Single Sided

Portrait

**210mm x 99mm**



## 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 Area

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.

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## 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)*