

# DL Flyer

Single Sided

Portrait

**210mm x 99mm**

## 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)*

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## Bleed Area

Anything here will be trimmed off, but remember to extend any colouring or images into this 3mm bleed area to avoid white lines appearing during the print finishing stages.



## Trim Line

Your job will be cut on the solid purple line, any images or text placed in the 3mm area may be trimmed off incorrectly.



## Safe Area

Keep all your information inside the white area. Remember to use high resolution images (300dpi) for the best results.