Digital Print with Promo & Print Co.

PRINT READY CHECKLIST

All artwork must be supplied as print ready PDF files as per the below checklist.

- [ ] File supplied as press quality in PDF format
- [ ] File is in CMYK colour mode
- [ ] There are no spot colours in the file
- [ ] Artwork is set up at the finished size required, plus 3mm bleed with crop marks
- [ ] Artwork has a safe area (margin) of minimum 10mm on all edges. Keep all important text/graphics/logos inside this safe area to ensure they are not trimmed off during production
- [ ] All images are 300 DPI at 100% print size
- [ ] All links (images, graphics, logos) are embedded in the artwork file
- [ ] You have supplied us with PMS colour codes for any logos/artwork where close colour accuracy is required
- [ ] Gradients and transparencies have all been flattened
- [ ] All fonts are converted to outlines
- [ ] All content has been checked for accuracy and spelling
- [ ] Web addresses / social media links / contact details / QR codes in the artwork are correct
- [ ] PDF files have been supplied as single pages - not as spreads

SUPPLYING YOUR FILES TO US

If your file is **smaller than 20MB**, it can be emailed directly to **sales@promoandprintco.com.au**

For files **larger than 20MB**, upload them to a file sharing service (such as WeTransfer, DropBox, Google Drive) and send a link to the uploaded files to **sales@promoandprintco.com.au**

Before sending Promo & Print Co. links to your artwork files, please ensure the link is not locked/ limited as to which users can download it. E.g. you may be able to see the file, but if it is hosted on your internal company network, is a private file on Canva, or requires a login to download, our team will not able to access it.

PLEASE NOTE

Any changes required to artwork by Promo and Print Co. will incur additional artwork charges.

Once you approve the PDF proof supplied by Promo and Print Co., you accept responsibility for the final file that is sent to print.

FOR BEST RESULTS

For further explanations of these requirements and tips on how to best reproduce your artwork in digital print, please see the following pages of this guide!

Digital Print with Promo & Print Co.

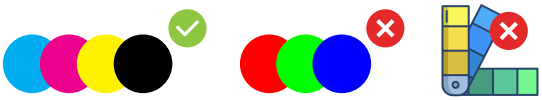
THE BASICS

File formats
File/s to be supplied as press quality in PDF format only. PNG and JPG files are not suitable for print.

Artwork size
Artwork must be supplied at the finished size required (plus 3mm bleed and crop marks).

Image quality
Supply images at a resolution of at least 300 DPI (dots per inch) for high-quality prints.

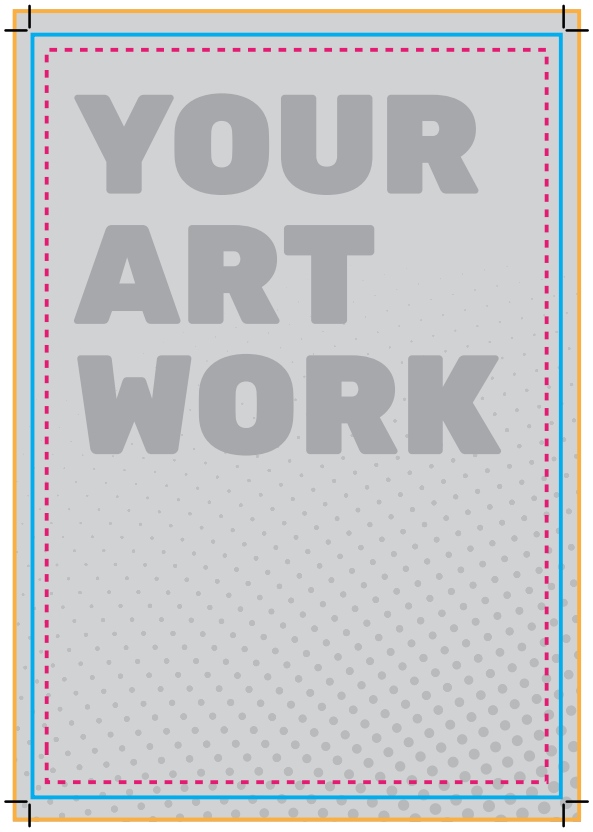
Colour mode
We print in a four-colour/CMYK process (using only Cyan, Magenta, Yellow and Black ink). RGB artwork (Red Green Blue files that are for screen display only) will not be accepted and must be converted to CMYK. All Pantone/spot colours (colours that can only be printed with custom mixed inks) must be converted to CMYK.



Outline all fonts
Convert all fonts to outlines. Outlining fonts converts text into shapes to prevent font changes or errors during printing.

Embed all images
All images in an artwork file must be embedded. If images are only linked (not embedded), they may not print, may print at low resolution, or cause errors when sending your file to print.

ARTWORK SETUP



Trim line
The finished size your artwork will be cut down to.

Crop marks
To show us where to cut.

Safe area/margins
Artwork must have a safe area (margin) of minimum 10mm on all edges. Keep all important text/graphics/logos inside this safe area to ensure they are not trimmed off during production.

Bleed
Digital print cannot print all the way to the edge of a sheet of paper. Therefore artwork is printed oversize, then trimmed down to the finished size.

Extend your artwork to include 3mm bleed around the design to avoid white edges after trimming.

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STANDARD PRINT SIZES

Small format prints

Large/poster prints

A3
297mm x 420mm

A1
595mm x 841mm

A2
420mm x 595mm

A0
841mm x 1189mm

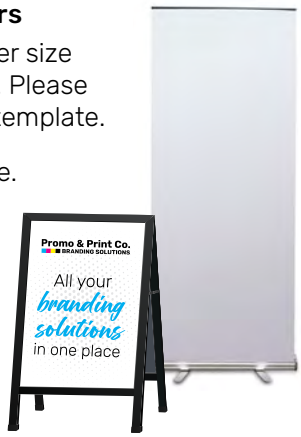
Standard pull up banners

Our standard pull up banner size is 850mm W x 2000mm H. Please contact us for an artwork template.

Custom sizes also available.

Standard corflute a-frame inserts

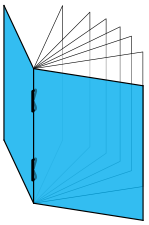
600mm W x 900mm H



BOOK BINDING

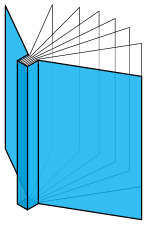
Saddle Stitching

A saddle-stitched book is folded and stapled along the spine. Ideal for short documents with page counts in multiples of 4.



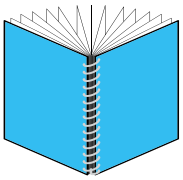
Perfect Binding

Pages are glued together at the spine and wrapped with a soft cover. Number of pages must be a multiple of 2.



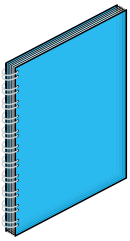
Spiral/Coil Binding

Uses a plastic or metal coil threaded through punched holes to securely hold pages together while allowing the book to lie flat. Number of pages must be a multiple of 2.



Wire Binding

Uses a double-loop metal wire through punched holes to bind pages, offering a durable finish that allows the book to lie flat. Number of pages must be a multiple of 2.



Gutters

Bound books require extra space on the inside edge of each page called the **gutter margin**. This ensures that no text or images get lost in the binding.

Without gutter there is no clear space to punch holes on the pages

With gutter

Layout

Artwork files for books must be supplied as single pages with trim marks and bleed. **Do not supply as spreads.**

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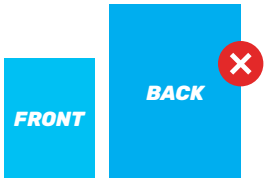
DOUBLE SIDED PRINT

Set up double sided artwork to the same size, margins, and bleed on both sides to ensure fronts and backs align exactly when printed.

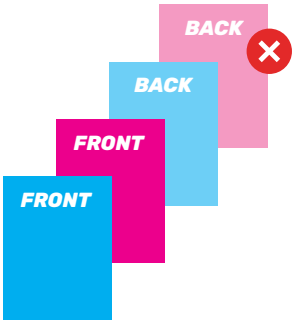
Make sure both sides are right-side up in your artwork file (check rotation).

Export as a multi-page PDF in the correct order.

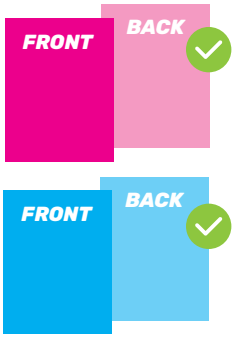
Back of design supplied upside-down



Front and back set up at different sizes



Multiple designs have been supplied in one file and with pages in the incorrect order



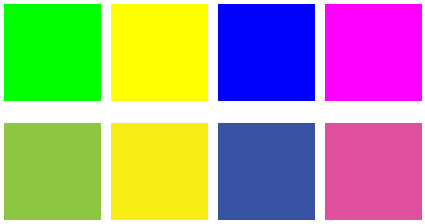
Designs supplied in separate files and pages are in the correct order

DESIGN CONSIDERATIONS

Colour

Avoid extremely bright/neon colours in artwork. These colours look great on screen, but cannot be reproduced using the CMYK print process.

Colour varies in digital print due to differences in printers, inks, paper texture and brightness. **If colour matching is critical for a print job, please contact us directly to manage this process.**

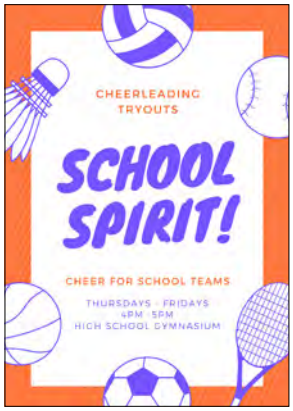


On screen

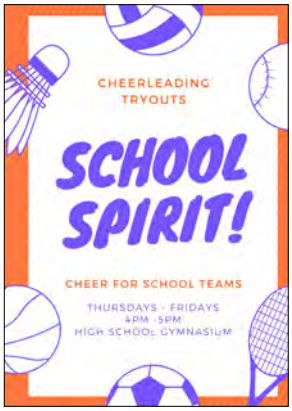
Printed in CMYK

Borders

Borders are not recommended when setting up artwork for digital print. Small shifts in paper alignment during printing or trimming can make borders appear uneven.



Poster design on screen



Printed and trimmed

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STICKER CUTS

Kiss Cut stickers
The sticker is cut, but the backing paper is not. A good option for sticker sheets. Also available for single stickers.

A kiss cut also allows you to add artwork on the backing paper around the stickers.

Die Cut stickers
The sticker and backing are cut to the custom shape of your design. Comes as a single, standalone sticker — easy to hand out or sell.

CUSTOM FINISHING

Promo & Print Co. offer a full range of finishing options for a professional and polished result:

- Gloss or matt laminating.
- Mounting onto foam board, PVC, acrylic, or other rigid materials for displays and signage.
- Precision cutting for custom shapes.
- Scoring & folding for brochures, cards, or mailers.
- Creasing & Perforating for menus, tickets, or tear-off forms.
- Grommets & Eyelets – Reinforced holes for hanging banners and signage.

Contact us at **sales@promoandprintco.com.au** to discuss custom finishing options!