

# 15"X12" EDDM FLAT TEMPLATE

rpm\_eddm\_0005

## General Art Specifications:

**Tips and specifications when submitting files to ensure the quality you expect**

### FILE PREP FOR DIGITAL PRINTING

Some important notes about saving your files for use on digital presses. Convert all files to CMYK, not RGB.

### PREFERRED BLACK BUILD

Cyan: 23% Magenta: 16% Yellow: 16% Black: 100%

### RESOLUTION FOR DIGITAL PRINTING

All final artwork should have a resolution of at least 200dpi. Photos that are from the web are low resolution at 72dpi. Printed images always need to be at least 200dpi. Fonts - embed and/or outline when making final file.

### RESOLUTION FOR OFFSET PRINTING

All final artwork should have a resolution of at least 300dpi. Photos that are from the web are low resolution at 72dpi. Printed images always need to be at least 300dpi. Fonts - embed and/or outline when making final file.

### PREFERRED FILE FORMAT:

**PDF - High Resolution file with crop marks (trim only) and bleed**

- CMYK
- 200 - 300 dpi images (Digital - Offset) - at full, final size
- All fonts must be embedded
- Do not downsample images

### Other File Types Accepted:

**Adobe CS (Creative Suite) - .eps, .ai, .indd (packaged art file).**

*All other files types are subject to additional artwork prep fees.*

### GUIDES REFERENCE

**Bleed:** The extra .125" on each side of your artwork that bleeds off the edge of the piece and ensures your piece will not end up with white borders.

**Trim:** The final size the printed piece will be.

**Safe:** The .125" area from the final trim size. Do not place text or important imagery beyond the safe line to avoid it getting cut off when the finished piece is trimmed to final size.

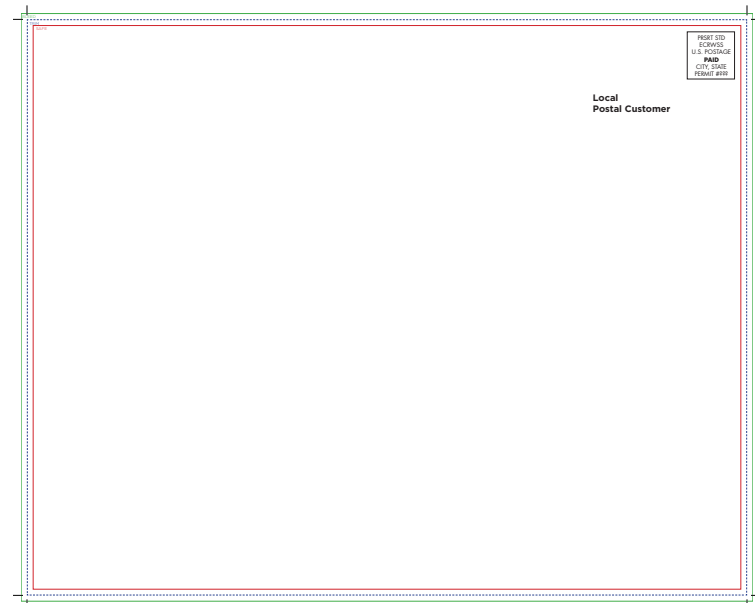
### DELETE TEMPLATE LAYER WHEN SENDING FINAL ARTWORK.

*Only include crops and bleed in final PDF artwork.*

**FINAL TRIM SIZE 15"X12"**

**BLEED 15.25"X12.25"**

**SAFE 14.75"X11.75"**



**TEMPLATE HAS BEEN SCALED TO 25%  
DO NOT USE THIS FOR SETUP- USE PAGE 2**

303.989.9888  
www.ravenprinting.com



BLEED

TRIM

SAFE

PRSR STD  
ECRWSS  
U.S. POSTAGE  
**PAID**  
CITY, STATE  
PERMIT #???

**Local  
Postal Customer**

**DELETE THIS TEMPLATE BEFORE SENDING YOUR ART**