

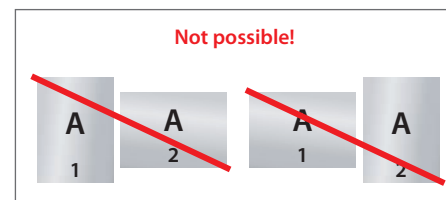
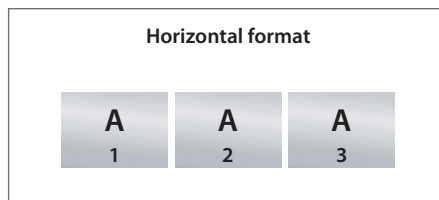
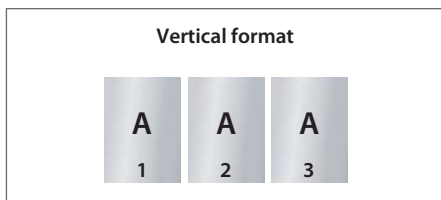
## Information

This information will help you create a perfect print file.

Further information can be found on our website under "Artwork creation".

### › Alignment

- All files (1, 2, 3 etc.) should have identical format alignment: vertical or horizontal
- A combination of vertical and horizontal formats is not possible
- The format alignment must be selected as early as in your graphic programme - do not create any rotation in pages with pdf print files
- The format alignment must correspond to the artwork reading direction



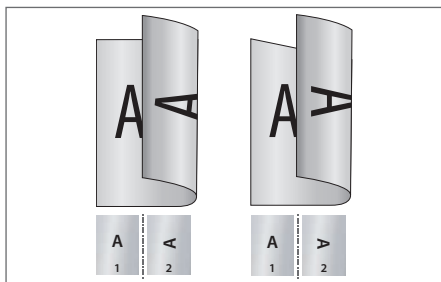
### › Order of artwork pages

Please create artwork pages in chronological order, starting with page no. 1 / title.

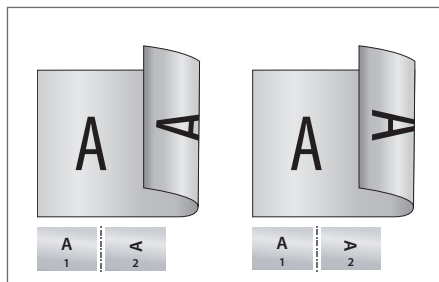
### › Various reading directions in double-sided print products

Please note: When uploading artwork in various reading directions (A) for a double-sided print, the printing sheet is rotated by 180 degrees along the vertical axis. Please lay out your artwork and the format alignment accordingly.

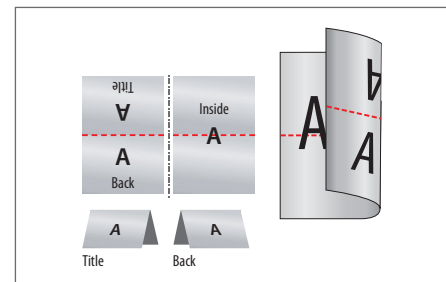
Examples:



Vertical format



Horizontal format



Horizontal format single fold

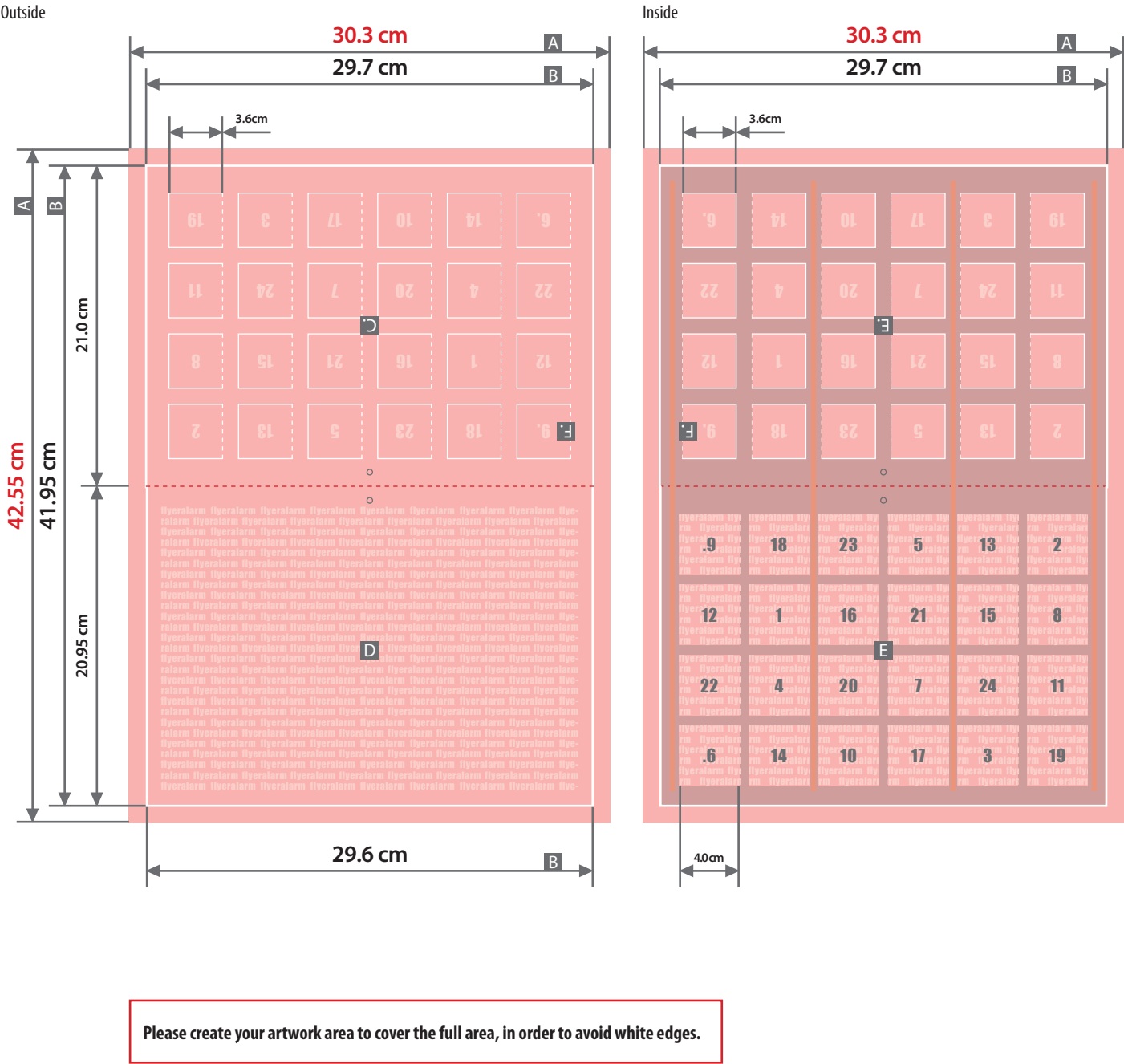
### Explanations

-  **Artwork format:** format / size of the artwork
-  **Finished format:** format / size of the finished product
-  Background area (colours / photos / graphics / texts) should bleed over the edge of the finished format in order to avoid white lines in the finished format.
-  **Neutral area:** Please leave this area blank!
-  **Not visible area:** Please do not place any important elements along this area!  
However, please do place background elements within this area in order to avoid white lines.
-  **Bleed:** Area that is cut off in further processing
-  **Seam allowance:** Area for the seam
-  **Safety distance to artwork format:** Distance between text / elements and the edge of the artwork format
-  **Safety distance to finished format:** Distance between text / elements and the edge of the finished format
-  **Fold / groove / crease:** Here the product is folded / grooved / creased
-  **Perforation:** Here the product is perforated
-  **Seam:** Here the seam is applied

### › Support

Find helpful information and advice about our products on our website. Or alternatively, contact our hotline. We are happy to help.

Advent calendar  
A4, with tear-off coupons



Sketches are not to scale

Folded finished format  
29.7 x 21.0 cm  
Bleed (x)  
3 mm  
Safety distance (y)  
4 mm

A = Artwork format  
B = Finished format  
C = Title  
D = Back  
E = Inside  
F = Tear-off perforation

Not visible area  
Adhesive area

Please observe the alignment of your layout / reading direction of the front and back.

Please consider the position of the single coupons (1-24) on the outside / inside.

Pictured numbering is an example for a correct assignment.

