



Coastline Printing

Artwork Submission Guidelines

Accepted File Formats

- Adobe Acrobat PDF
- Adobe Illustrator AI
- Adobe Illustrator EPS
- JPEG 300dpi - Actual Size
- TIFF 300dpi - Actual Size
- Adobe InDesign INDD
- Corel Draw File CDR

Our first preference is to receive your job as a PDF file.

However, it is important that your PDF file-;

- includes at least 3mm bleed if your job prints to the edge of the page
- includes crop marks so we can see where you want the job trimmed
- have all fonts embedded or converted to outlines/curves
- have high resolution images (300dpi at the actual size they will be printed)
- have all images converted to CMYK, where appropriate

Proofs & Colour Matching

For full colour printing Coastline Printing can provide high-quality Match-Print colour proofs for final checks of colour consistency and job accuracy. Match-Print proofs provide a high quality representation of how your job will appear in the final offset print. If you require a Match-Print colour proof, please indicate to us when placing your order.

Things to remember

- Our standard business card size is 89x54mm.
- To allow for movement in the printing and trimming process, please allow a 3mm safe zone inside your trim area, DO NOT place any important information in this area.
- Envelope artwork MUST begin at least 10mm inside the area of the envelope and cannot bleed off the edge of the envelope face. It is recommended you follow the Australia Post guidelines, available on the Australia Post website.
- Please indicate any numbering, scoring or drilling areas clearly.
- If your job is going to be folded, we recommend you provide us with a mock-folded sample to ensure that all page items are positioned correctly and that folded panels behave as expected.

COLOUR - Offset printing uses the CMYK colour format (Cyan, Magenta, Yellow and Black) or PMS colours. The colours on your screen are RGB colours (Red, Green, Blue). Please be aware that when selecting colours off the screen, some RGB colours cannot be reproduced in CMYK or PMS and are likely to appear 'dull'. To ensure that any colours you have used in your document will print as expected, please indicate when ordering that you will require a Match-Print colour proof, as described above.

FONTS - To ensure that any fonts used in your artwork will print as you intended it is recommended that your artwork be "converted to outlines" or "flattened" into a graphic. It is difficult to perform this procedure in any software programs which are not indented for design and print production, therefore if you are designing your artwork in a program other than those specified above, we recommend you only use common fonts such as 'Times New Roman' or 'Arial.'

For any questions on artwork preparation, please contact our Artroom via email amandadale@coastlineprinting.com.au or phone **02 4271 5255**