



Folded Card Guide

Follow these steps to set up a print ready file for your folded card that is properly oriented and scored.

Sizing

SIZE TO ORDER

The product type you select for your order will be your **FINAL FOLDED SIZE**.

SIZE OF FILE TO SETUP / ATTACH TO ORDER

The print ready file should be sized unfolded, flat and **MUST HAVE an additional .125 inch bleed area on all sides beyond the trim line.**



ORDER EXAMPLE
5 x 7 folded card (A7)

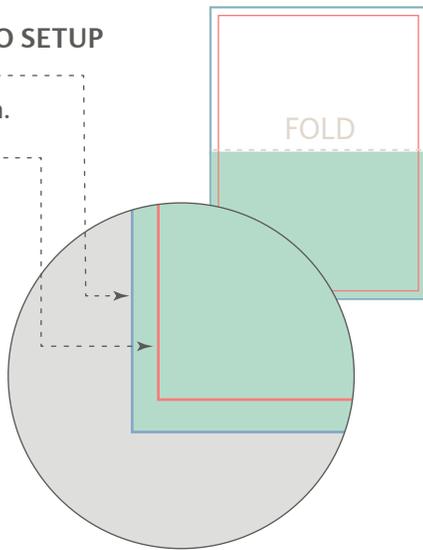
SIZE OF FILE TO SETUP

BLEED SIZE:

10.25 in. by 7.25 in.

CUT SIZE:

10 in. by 7 in.



Front / Back Files

If loading a PDF that includes the front and back files as multiples pages in the same PDF:

Page One: Front File - the outside artwork.

Page Two: Back File - the inside artwork.

The *Front File* should contain the visible artwork of the front and back of the card when folded or closed. The *Back File* should contain the information to be printed inside of the folded card.



PG 1: FRONT FILE



PG 2: BACK FILE

Score Marks

You do not need to note score marks for standard sized folded cards.

For custom sized folded items, please note how many scores you would like and the distance to place them at. You can put this information in the invoice memo when placing your order. Please reference the line number of the item you are referring to.

Orientation

Files should be set up to be read in the same orientation as intended for the viewer.



VERTICAL FOLDED



HORIZONTAL FOLDED





Guide to 4|0 · 4|1 · 4|4

These terms are a shorthand way to describe if a piece is printed on only one or both sides of a flat sheet.

The first number for all variations is 4 - all printing on front is considered four color for simplicity and pricing.

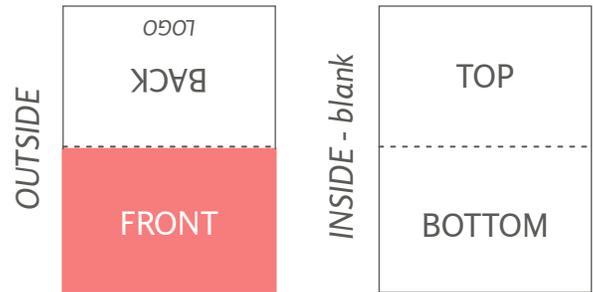
The second number indicates what, if anything, is printed on the back.

Use this guide to help make sure your files are printed correctly.



Pronounced “four over zero”

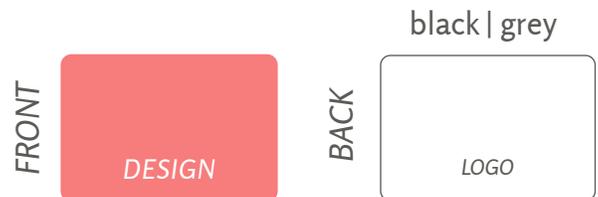
Only the front side of the file has printing and the other side is blank. For folded items this means that there is nothing to print on the inside panels, which is the back of the printed sheet.



Pronounced “four over one”

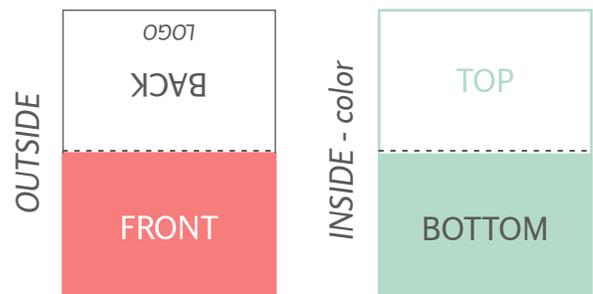
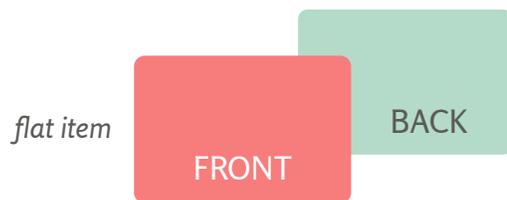
In addition to the front printing, the back of the piece will only need black ink.

Only gray or black built with the K value (ranging from 1-100) will count as one color. For files converted from RGB to CMYK, black & grey will always contain 4 colors on our presses.



Pronounced “four over four”

In addition to the front printing, the back of the piece will need more than just the K in the color profile.



folded item

* Note: Our HP digital presses use a 4 color **CMYK** printing process.

Cyan, Magenta, Yellow, Black are the four ink colors used to build a full color spectrum.

Set all files up in the CMYK color space.



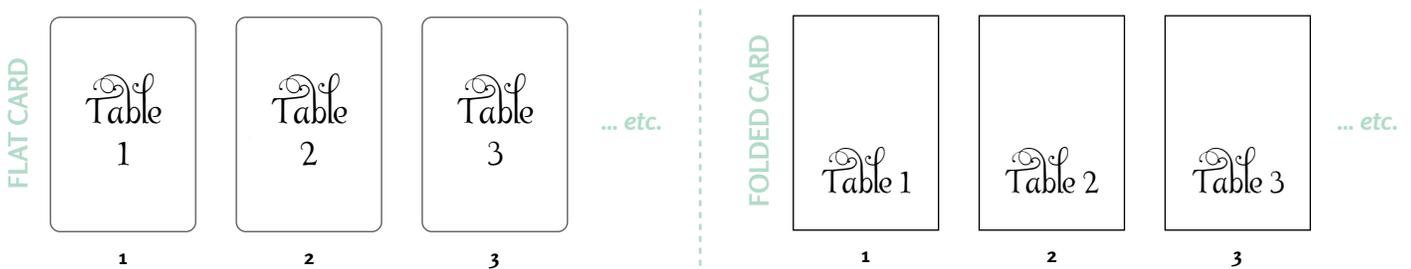
Variable File Setup Guidelines

Variable printing services are reserved for items that require the same basic layout, with differing content in a multipage PDF- i.e., table numbers, place cards, guest addresses, etc. To order a product with variable printing you must submit a print ready, multi-page PDF. Setup services are not available.

A flat \$5.00 fee is charged for any product that is printed with a variable file. Each page in a variable file will only be printed once and your order quantity will be determined by the number of pages in your PDF. Every page in the PDF must be the same size and orientation (horizontal or vertical).

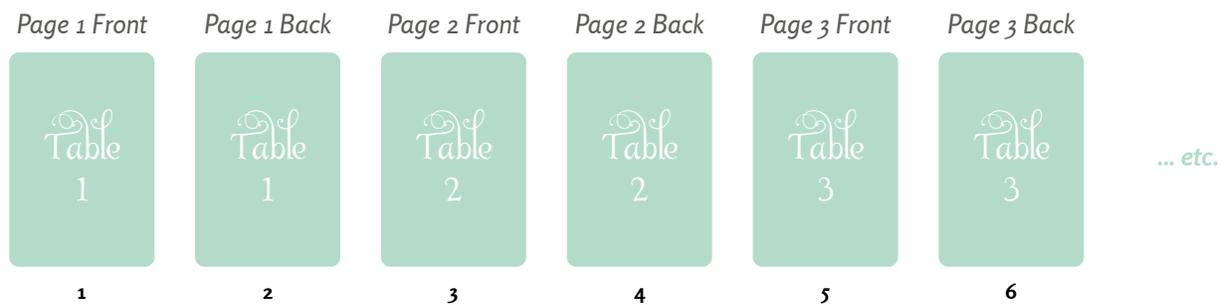
Flat/Folded Cards - 4|0

For any variable file that is printed front only, the file needs to be 1 PDF that contains each page to be printed.



Flat Cards - 4|1, 4|4

For any variable file that is printed front and back, the file needs to be 1 PDF that contains the front and back files setup as follows:



Folded Cards - 4|4

For double sided folded cards, make two separate files.

