**Creating your files**

Half Price Printing require all files to be supplied as PDF files. If your job is single sided then you simply supply a one-page pdf. If your job has two pages i.e.: a front and a back then we need a two-page pdf file, the first page of your pdf will be the front page and the second the back page. If you have a job with multiple kinds then you simply supply one two-page pdf for each kind.

Please note that files supplied as: separate files, or EPS or JPEG files, will all have to be manually corrected by our design studio and may incur an additional setup fee.

Naming Your File

Please ensure files are named in a manner that is short but descriptive. Examples would be abccompany\_A4Flyer.pdf or johnsmith\_BC.pdf. Being descriptive and concise will ensure a smooth, easy process.

**Trim Marks**

Trim marks must be included with all jobs (trim area is the final size of your print job).

**Bleed (Internal and External)**

We require that there be 3mm of internal bleed on all files and 5mm on all booklet jobs. Please ensure to keep any text or important design away from the bleed area.

We also require that there be 3mm of external bleed on all files and 5mm on all booklet jobs. The external bleed extending past your trim area allows for a small amount of movement that may occur when your work is being cut to size.

**Supply All Artwork in CMYK**

All files supplied are required to be submitted as CMYK. If files are supplied as RGB or Spot Colours, Half price Printing will convert files to CMYK automatically and this may cause colours to vary in the final output.

**Print Quality and Resolution**

For the highest quality finish product, we highly recommend supplying files as High Resolution. Resolution is the number of pixels within an image. The higher the resolution, the better the picture, however if you have too high a resolution it is not utilised and makes your files too large. We suggest making your artwork at 300dpi when it’s at full size.

**Ink Coverage**

When printing, the maximum ink coverage possible is 400%. However, if we were to print a file with this amount of ink coverage, it will take a long time to dry and effect delivery times.

We recommend the maximum ink coverage to be set at 300% for coated stocks and 260% for uncoated stocks. This means the colours that you use should contain less than a total of 300% (or 260%) when you add together cyan, magenta, yellow and black.

If you require a deep black colour or as we call it, rich black, the best combination is 100% Black and 40% Cyan. However, this is for areas 30mm square or larger, excluding text.

**Fonts**

Half Price Printing require that all fonts you use in your files be outlined or embedded. This means that we can print them even if we don’t have those particular fonts and they will look exactly the way you want them to. You may need a license to embed certain fonts, so please don't send the fonts with your design as it is not legal.

**Gradients**

Sometimes in printing banding can occur. To avoid banding when printing a gradient, all gradients should be created in Photoshop and saved as an .eps file and placed into the working document (either inDesign or Illustrator). Create the gradient in PhotoShop, apply “Noise” (Filter > Noise > Add Noise), and then to smooth the noise apply a Gaussian Blur (Filter > Blur > Gaussian Blur….) and then save as.