

## CONTACT

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# Print Specifications

- Postcard DIN Long -

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## Print file

Data format: 216 mm x 111 mm (incl. 3 mm Bleed)

Final format:

open: 210 mm x 105 mm

closed: 210 mm x 105 mm

page order (left-right):

title, back

Bleed: design needs to have a bleed of at least 3 mm

Distance: important text and picture elements have a safety distance of at least 3 mm to the final format

Color mode: CMYK (all elements, incl. logos)

Fonts: embedded

Exported format: PDF-X3

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## Fold

Type: no folding



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### Postal specifications for mailings suitable for automatic processing

#### Blank Spaces

All the areas marked as grey in the template must remain white. During the automated process of sorting, the areas are used for tags (e.g. bar codes) by the Postal Service.

#### Address Field - fonts, font size and distance

Address block is left aligned and created as a closed block. Background of address block is left blank or in very light pastel color without any frames or underlines. In addition, the address must not contain any blank lines or country codes.

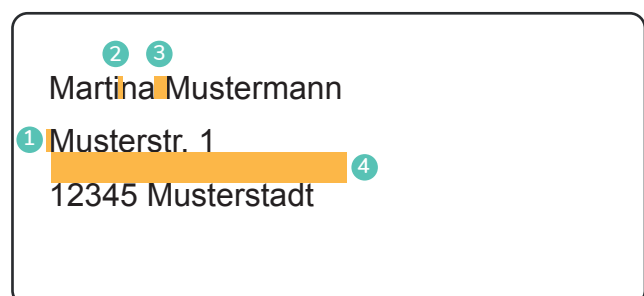
The whole address block needs to be created using the same font.

Italic and decorative fonts, handwritten and serif fonts (e.g. Times New Roman) are not allowed. Reversed text (white text on dark background) is also not allowed.

We recommend fonts like Arial, Verdana and Helvetica.

Please also be aware of the following requirements for the address block (see illustration below)

1. capital height between 2,5 and 4,7 mm (normally equals a font size of 10- 12 pt)
2. space between characters of 0,2 - 0,4 mm
3. space between words about 1,0 - 4,0 mm (one or two spaces)
4. leading of 1,0 - 2,5 mm



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### Personalisation

The offset printing method provides black personalisation only. The digital printing method also offers color personalisation.

(regarding 1:1- picture personalisation see „Specifications 1:1 picture personalisation)

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### Print file and personalised example

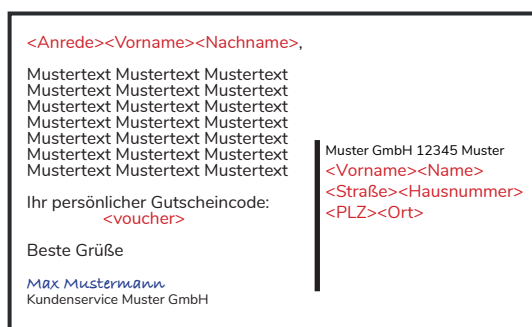
You need to upload a print file as well as a personalised example to the platform.

The personalised example includes a PDF with an example for the personalisation. The field names need to be put in brackets, either in red or pink font.

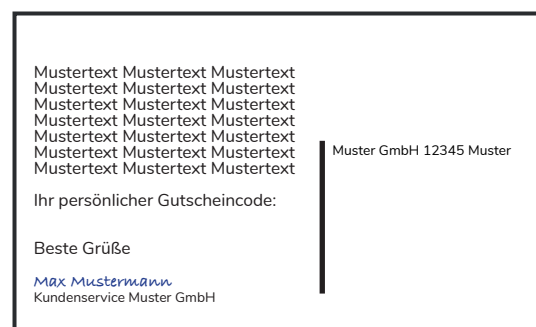
The unpersonalised print file needs to be left without any personalisations.

Please have a look at the following examples of the two files of a postcard:

personalised example



print file



Note: If there are any personalisations on the back of the card, they also have to be shown in brackets and color and need to be left out in the print file.



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## Creating print files InDesign

The print template is provided in CMYK colormode with a bleed of 3 mm.  
For the creation of the print file Adobe InDesign CC is required.  
You can also use the idml- template with InDesign versions from CS4.

The information in the template layer should help with the understanding of the different product areas and requirements.

For the creation of the print file in InDesign, please follow the next steps:

1. Open the print template in Adobe InDesign
2. Go to layers and show the different layers of the file
3. The layer „My design layer“ can be used for your design
4. All grey areas of the template layer must remain white  
If the product does not include any addressing (e.g.a flyer), there are no grey areas in the template layer
5. Please delete the template layer before saving the print file
6. Please export the file as a PDF- X3 with a bleed of 3 mm

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## Check your print files in Acrobat Reader

Before you upload your files to the platform, you can check your PDFs in the Acrobat Reader by using the tool „Print Production“ and select „Output preview“.  
It allows you to show all separations of RGB, CMYK and special colors.

