



**THIS IS AN
EXAMPLE CUSTOM
STICKER SHAPE**



Direct Mail
**STICKER
POSTCARDS**
with CUSTOM SHAPES

Finished Product Size: 9"W x 6"H

SETUP: For more information or to download print templates, visit our website:
smartpress.com/offering/direct-mail-sticker-postcards-with-standard-shapes.

RAISED UV GLOSS: All raised UV gloss design elements need to be placed on their own layer named **Raised UV** and have a spot color assigned called **Gloss**. These elements must also be 0.125" away from the sticker cut lines and 0.25" away from the edge. Please note that an additional 10% gloss flood will typically be applied to all stickers for ink protection.

STICKER CUT: You will need to include a cut line around any of the elements that will be a sticker. All cut lines need to be placed on their own layer named **Cut** and have a spot color assigned called **Kiss-Cut**. Cut lines should be vector shapes with a 0.25 pt stroke. All cut line corners must be rounded with a corner radius of 0.125" or greater. Sticker shapes must avoid tight areas by maintaining a minimum clearance of 0.125" between any cut lines.

BLEED: Your file needs to include a 0.125" bleed necessary for production. Bleed is printing that goes beyond the edge of the sheet after trimming. If a bleed is not included in document setup, there is a good chance there will be a gap between the edge of the printed area and the cut line. This happens because there is a tolerance when cutting the printed piece. For more information on the importance of bleed, visit our website: smartpress.com/support/printing-basics/bleed-borders.

CUT LINE (FINISHED SIZE): This is where your artwork will be trimmed.

SAFE MARGIN: Your file needs to include a 0.25" safe margin necessary for production. Safe margin is the area around the edge of the sheet. If the safe margin is not included in document setup, there is a chance that the art close to the edge will get cut off, due to machine shift during cutting. This happens because there is a tolerance when cutting the printed piece. For more information on cutting tolerance, visit our website: smartpress.com/support/printing-basics/cutting-tolerance.

MAILING: The purple box on the back indicates the necessary mailing area we require. This layout guide is showing an example of how the mailing information will look. There can be no other printed elements in this purple box.

Your Name
Return Address
City, State Zip

Indicia

John Doe
123 Address
City, State Zip
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