



MAGNET POSTCARDS

*Finished Product Size: 4"W x 3.5"H
attached to a 9"W x 6"H postcard*

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 0.25" away from the edge. Please note that an additional 10% gloss flood will typically be applied to all magnets for ink protection.

SETUP: When creating a Magnet Postcard, you will need to provide two files: a postcard file and a magnet file. Because the magnet art is a separate piece, you will need to set it up in a separate file. Print Templates for both the postcard and the magnet can be found on our website: smartpress.com/offering/direct-mail-magnet-postcards.

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 0.125" 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.