



SMARTPRESS

RAISED FOIL POSTCARDS

Finished Product Size: 4"W x 6"H

RAISED FOIL: All raised foil design elements need to be placed on their own layer and have a spot color assigned called "Foil". These elements must also be 0.03125" away from trim, folds, drill holes, etc. Please reference our website for more in depth information.

BLEED: The raised foil coating cannot have full bleed. However, your artwork file must include a 0.125" bleed that's necessary for production. Bleed is printing that goes beyond the edge of your card after trimming. If bleed is not included in your document setup, there's a good chance there'll be a gap between the edge of the printed area and the cut line. This happens because there's 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.

