



**THIS IS AN
EXAMPLE CUSTOM
STICKER SHAPE**



SMARTPRESS

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/sticker-postcards-with-custom-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.