

# ARTWORK SPECIFICATIONS

## Supplying Artwork For Hi-Res Flexo (Photo Print)

We'd like to make your design the most eye catching and professional available. Creating your artwork to best suit the printing process will ensure swift flow through production and a high quality result.

**Box outline (die lines) will be supplied in an easy to read PDF file once we know box size required.**  
**Place artwork over templates provided.**



### Proof

Provide an approved and signed proof for our visual reference, showing the position of your artwork allowing **5 mm** from the perforated coupon edge and **10 mm** from any fold.

### Art Files

We accept **Adobe Illustrator or PDF** finished art files. Other files can be accepted if necessary but must be requested through the Art Department first. **Please outline or attach fonts and embed all images.**

### Colors

Only use PMS "U" Pantone colors in vector drawings  
Any NON "U" PMS pantone colors can not be accepted to ensure the correct color is used.

### Images

Embedded images must be **300dpi** or better, all supplied embed at 100% of printed size.  
**Supply your images in Black & White, Greyscale or in PMS (Uncoated - "U") pantone color mode only.**  
**All other images will be converted as close as possible. Photos: Higher resolution = better print.**

### Text

Include all fonts used in the job or convert all text to outlines in Illustrator if no text changes are required.  
The minimum recommended text sizes are as follows (using an Arial typeface):

High Res Flexo

Positive	8pt
Reversed Out	8pt

(Approx. 2mm)

Can go down to 6pt (Arial typeface) but we do not guarantee readability on 100% of the boxes.

### Line Weights

Ensure the minimum line weight is **not less than the following at 100% size.**

High Res Flexo:

Positive	2pt
Negative	3pt

Can go down to 1pt but we do not guarantee line weight will be visible.

### Barcode / QR code (optional)

Provide a unique identification format acceptable to identify the promotion to current scanning capabilities.

### Please Note:

**Maximum PMS "U" Pantone colors for this process is seven (7) without images.**  
**Keep specific "U" Pantone colors to a maximum of 3 if artwork has any images.**

**Bleed** - 3mm minimum bleed usually required. Include in the artwork, we may add where necessary in the printing process. Allow minimum **10 mm** around the outer edge of the box.

**Adjustments** - Any major adjustments will be pre-approved by the client prior to any production.

### IMPORTANT Artwork Guidelines

1. Nothing that is sexist, racist, or offensive
2. Nothing that does not comply with advertising standards
3. Nothing that is of a sexual nature XXX rating etc
4. Nothing that is unappealing or reflect eating food/pizza in a bad light
5. Recommend that a compressed PDF of the artwork should be forwarded to XMG Media prior to the final draft - **any issues can be explained and dealt with promptly**



#### Couponabox is a licensed product

Innovation Patent # 2004101031 & 2004101044 granted  
Registered Design # 301823 & 301824  
US Patent # 8042728 granted  
European Patent # 1534596 granted  
Canada Patent # 2522651 granted  
Australia Patent # 2008255242 granted  
New Zealand Patent # 536394 granted  
Other International patents pending

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