



Target Direct®

Print Advertising & Direct Mail Specialists
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SPECIFICATIONS SHEET

D-Cards

D-Card Image Size

Horizontal: 8" x 3.75"
Vertical: 3.875" x 7.87"

Oversized D-Card Image Size

Horizontal: 8" x 4.8"
Vertical: 7.8" x 5"

Oversized D-Card with Bleed

Trim Size: 8.25" x 5.25"
Bleed Size: 8.75" x 5.75" (.25" Top, Bottom, Left and Right)
Margins should be .25" within trim size. No text should be outside of margins. Images should extend to bleed size.

E-Card Image Size

Horizontal (2-sided): 8" x 3.75"

Wraps

Wrap Full

Image Area: 8" x 10.325"
Cut Piece: 8.5" x 10.825"

Wrap Front

Image Area: 8" x 9"
Cut Piece: 8.5" x 10.825"

Wrap 1/2

Image Area: 8" x 4.9125"
Cut Piece: 8.5" x 10.825"

Inserts

Insert Full

Image Area: 8" x 10.4"
Cut Pieces: 8.5" x 11"

Insert 1/2

Image Area: 8" x 4.9"
Cut Piece: 8.5" x 5.5"

Oversized Insert

Image Area: 9.5" x 10.785"
Cut Pieces: 10" x 11.5"

Oversized 4 Page

All 4 Pages are 10" x 10.875"

If there will be no gutter on pg. 2 & 3 (inside spread), or if there will be continuous color on pg. 1 & 4 (color though the spine), then the image area is 20.5" x 10.875".

Layouts Supported

- Quark XPress: Collect for Output
 - Adobe Pagemaker: Save for Service Provider
 - Adobe InDesign: Package
- Send all fonts used in job. Convert all fonts in vector art to paths.

Layouts Not Supported

- Microsoft Publisher
- Corel
- Powerpoint

Acceptable Files

- Adobe Illustrator (EPS)
 - Macromedia Freehand (EPS)
 - Adobe Photoshop (EPS, TIFF, JPG)
 - PDF-Hi-Res, fonts embedded, color space: CMYK, no OPI
- Please call for specific procedures and job options.

Scans

Color and Grayscale Scans: Minimum of 300 dpi
Line Art: (1-bit per pixel): Minimum of 600 dpi

Digital Photography

In general, the best way to reproduce digital camera photography for the printing industry is to use the highest quality setting on the camera.

Image File Mode

- Color image files should be in CMYK mode (not RGB)
- Grayscale image files should be in Grayscale mode (not RGB or CMYK)

Image File Format

- EPS: Always use EPS images when paths are required. Paths should be created in the originating program (Example: Photoshop, not Quark).
- TIFF
- JPEG

On Disk

- Zip Disk 2500 MB, 100 MB
- CDR

E-Mail

targetgraphics@uvpress.com

FTP Site

Host: ftp.uvpress.com
Login: public1
Password:11111
Directory: public
Always "stuff" or "zip" files before submitting files electronically.