



Preparing your 12" x 18" small posters for press

Our small posters are full color on one side (4/0) and are printed on glossy Deluxe 100# Text Paper. The small posters are finished with square-cut corners, and folded once for shipment.

Required specifications

Ideally, you'll prepare your PDF by using InDesign or Scribus (using Photoshop or an image-editing program to work with your art). We offer several templates to help you in prepping your small poster. You must adhere to these specifications:

- Create one file that contains all of the posters for the set.
- You should set up the PDF so that every other page is blank (since the 12" x 18" posters are one-sided). The first page should contain content, the second page should be blank, the third page should contain content, the fourth page should be blank, and so on.
- Images contained in your file need to be 300 dpi. The physical size of the image(s) should at least be the size of the small poster; if your image is smaller than that and you upsize the image, your images may become pixilated.
- **Files must be CMYK with your ink coverage not exceeding 300%.** (A good CMYK mix that creates a vibrant and rich black is C60%, M40%, Y40%, K100%.)
- File needs to be PDF/X-1a:2003 files with all fonts embedded.
- A bleed of 1/8" (.125") on all four sides is required. If your art does not bleed, include a white or black border that will bleed to the edge. **With the bleed, your final layout size will be 12.25" x 18.25".**
- Do not include printer/crop marks.
- Do not place any text closer than 1/8" from any finished edge.

12" x 18" small poster layout

The finished size is 12" x 18". In your layout, add 1/8" on all four sides extending past the finished size to allow for bleed.

Safe Text Zone: The area inside the dotted white line is the safe zone for text/art. Be sure any text/art is at least 1/8" away from the finished edge.

The edge between the pink and the blue areas is the finished edge.

Bleed Box: The blue area is the required 1/8" bleed on all four sides.

