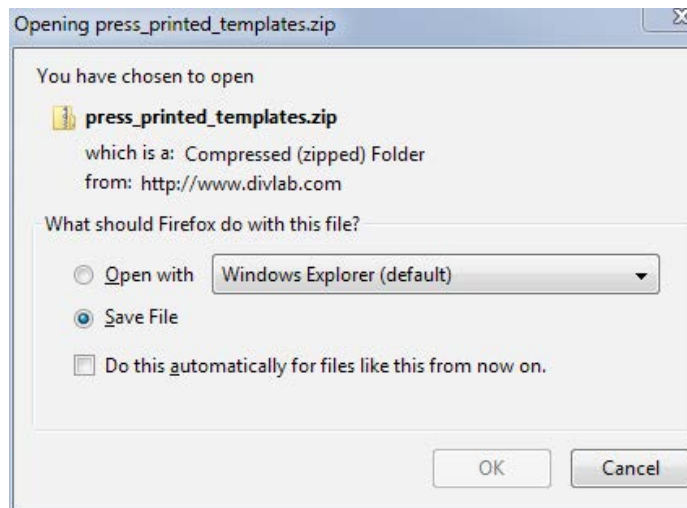


Sizing and Bleed

All of our press products are printed as “full bleed” products. This allows the final trimmed product to have printing all the way to the edges with no margins. In order to do this, we print on sheets that are larger than the actual size of the finished piece, and trim down to the final size. All files must have a 1/8 inch bleed all the way around. This means a 5x7 flat card file should be designed as 5.25x7.25. This extra 1/8 inch on all sides is called “bleed” and insures no white lines are visible in the final product. Additionally, you should design your image with a 1/8 inch safe zone inside the bleed area. If you have important design elements within 1/8 inch of the bleed, they may be trimmed off.



Basically, you should oversize the final dimensions of each product 1/4” both horizontally and vertically. Then make sure everything important is no closer than a 1/4” from the edge of the oversized piece. If you want to make sure an image or design element goes all the way to the edge of the finished product, it must go all the way to the edge of the file, including the oversized area.

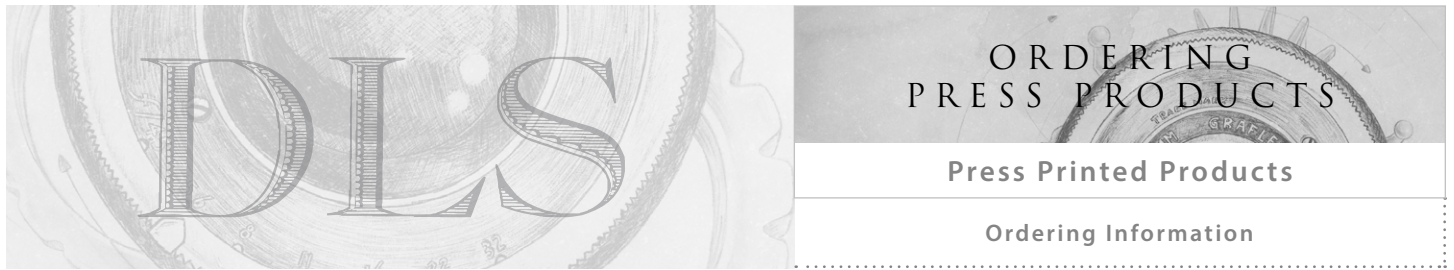


Safe Lines and Templates

In the Digital Link, there is a black “Safe Line” that sits over your image. This line will not appear on the finished print. This Safe Line represents the 1/4” from the edge needed for bleed and trimming. Anything inside the Safe Line is guaranteed to be on your final printed product.

However, this guide does not work both ways. Just because it is not within the Safe Line does not mean it won’t appear on your card. Extra borders or unwanted items that are visible in the Digital Link but outside the Safe Line could still be in the final product. Crop these entirely out of view in Photoshop to insure they are not in the final product.

We have a set of Photoshop files that are setup for the exact sizes needed for designing press products. Each file has guide lines representing the “Safe Line.” There are also guides that represent the center on the folded card templates. If you use our presized files, there shouldn’t be any surprises when images are put into the Digital Link to actually order the card.



Ordering In The Digital Link

Ordering press printed products through the Digital Link is similar to ordering photographic products. Just load your images using the “Folder” button, and drag them into the appropriate areas of the card in the center. Safe lines overlay your image so you don’t lose anything important to bleed and trim areas.

There are a few important differences from photographic orders that you should know before placing your press order:

You cannot rotate layouts for any press printed product. There are horizontal and vertical versions for certain products, and it is very important that the correct one is used. Insert all JPEG images heads up. Some images will automatically rotate if needed. **DO NOT** rotate the image back to heads up if told not to.

It is **HIGHLY RECOMMENDED** that you use the Photoshop templates we have designed specifically for this catalog. When placing an order using an image you have designed with these templates, do not use the Crop or Fit option in the Digital Link.

You are ordering by the bundle, not single cards.

The center marks and fold lines are only **approximations**. Please take that into consideration when designing your cards.

*If you have any additional questions, please feel free to call us
314-781-0480 or 1-800225-4294 toll free*



PRESS PRINTED BOOKS

Press Printed Products

In-Lab Time 6-10 Business Days



We're pleased to offer press-printed books — the highest quality offered on the market today. Our books are printed on HP Indigo printers, the most advanced commercial digital printing press on the market. Completely customizable and economical, these press printed books are a great way to showcase your work. In addition to being a great coffee table book, they are a perfect choice for a photographic guest book.

- Custom photo covers are laminated and adhered to Masonite board
- All books are available with a minimum of 14 and a maximum of 40 sides
- Covers options include photo and linen cloth
- Available only through ROES Press



	6x6	8x8	8x10/10x8	10x10
cover	33.00	33.00	33.00	38.00
side	1.20	1.75	1.75	2.60

Add Cover Fee to Per Page Fee to Calculate Total Book Charge