



SMARTPRESS

# FOIL POSTCARD

*Finished Product Size: 3.5"W x 5"H*

**FOIL:** All foil design elements need to be placed on their own layer and have a spot color assigned called Foil. Please reference our website for more in depth information.

**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/bleeds-borders](https://smartpress.com/support/printing-basics/bleeds-borders).

**CUT LINE (FINISHED SIZE):** This is where your artwork will be trimmed.

**SAFE MARGIN:** Your file needs to include a 0.125" 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](https://smartpress.com/support/printing-basics/cutting-tolerance).