ENVELOPE BACK
SPECIFICATIONS & GUIDELINES

▸ Envelope Back ad product is **one-sided 4-color** printed with **Flexography**.

▸ **No Bleeds** allowed. Text and images must not extend into margins.

▸ All files must be **CMYK** 4-color process, not RGB or any other color space.

▸ Do not use 4-color black (rich black/registration).

▸ Working with packaged, native art is our first choice; vector, high-resolution PDFs with embedded fonts are also acceptable.

▸ Files must be high resolution (300 PPI).

▸ Acceptable file formats: InDesign, Illustrator, Photoshop, or high resolution PDF files. If PDFs are low res, they will require native art files.

▸ All images, artwork and fonts must be embedded in the final PDF file.

▸ **Failure to comply with these requirements may result in unsatisfactory printing or rejection of submitted artwork.**

7.75″ Wide

4.6875″ Tall

Envelope Back Ad
Trim Size 8.125″ x 5″
Image Size 7.75″ x 4.6875″

FLEXOGRAPHY GUIDELINES

▸ Flexography envelopes are printed at 120 lpi.

▸ Screen values below 3% will not print. All CMYK component values of photos, text and graphics must be either 0% or greater than 3% to prevent undesirable color banding and dropoffs.

▸ Blends and gradients may not blend to white or any value below 3%.

*not actual size

Download InDesign templates and learn more at mmart.center