

## 15" x 10" Counter Mat

Black Line = Final Image Size: 15.25" x 10.25"

This includes the 1/8" bleed allowance.

Red Line = Finished Pad Size: 15" x 10"

This is the trim line or die line.

Blue Line = Critical Text/Art Area

All critical text and art should be at least .25" from the finished edge.

300 dpi minimum for images and graphics

10 pt fonts suggested for legibility

12 pt bold non-serif fonts for reverse text

Outline all text or provide the font files

# 1st Pads™ Layout Assistant

This is a streamlined list of our art specifications with design tips and cautions to assist with the layout of your artwork. For more detailed information please visit our website art specifications page at [www.1stpads.com/sections/artspecs.php](http://www.1stpads.com/sections/artspecs.php).

We do this everyday but we understand it may be new to you.

Please call with questions: Phone: 507-665-3284 or Toll free: 800-962-8885

## ➔ Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Other? Contact us

## ➔ Layout

- 1/8" bleed or trim allowance on each side
- 1/4" critical text and any graphics margin from the finished edge

## ➔ Resolution

- 300ppi or greater
- Provide all linked images
- Leave the file editable (unflattened)

## ➔ Fonts

- Convert all text to outlines or curves
- Provide the screen and printer font files

## ➔ Color

- CMYK (process) color
- Spot PMS color (Pantone Matching System)
- Provide a quality color print to target

## ➔ Radius Corners

- Stock sizes have standard radius corners
- Custom corner radii available

## ➔ Design Tips

- Borders must meet the 1/4" critical text/art margin as well as bleed the 1/8" off the edge
- Color may look different in print compared to a monitor as all monitors are not calibrated the same.

## ➔ Submitting Art Files

- Under 10 MB: [sales@1stpads.com](mailto:sales@1stpads.com)
- Dropbox: <https://www.dropbox.com/request/5G3iWw>
- Provide a Link to your FTP: [sales@1stpads.com](mailto:sales@1stpads.com) Provide art retrieval instructions.
- Send via CD: MicroStore INC.  
601 South Elmwood Ave.  
Le Sueur, MN 56058

**If you have any questions about the art layout or artwork specifications, please call 800.962.8885.  
Our art staff will be ready to assist you.**

**All art files submitted will be reviewed by our art staff.  
We will contact you with any concerns or necessary adjustments.**