

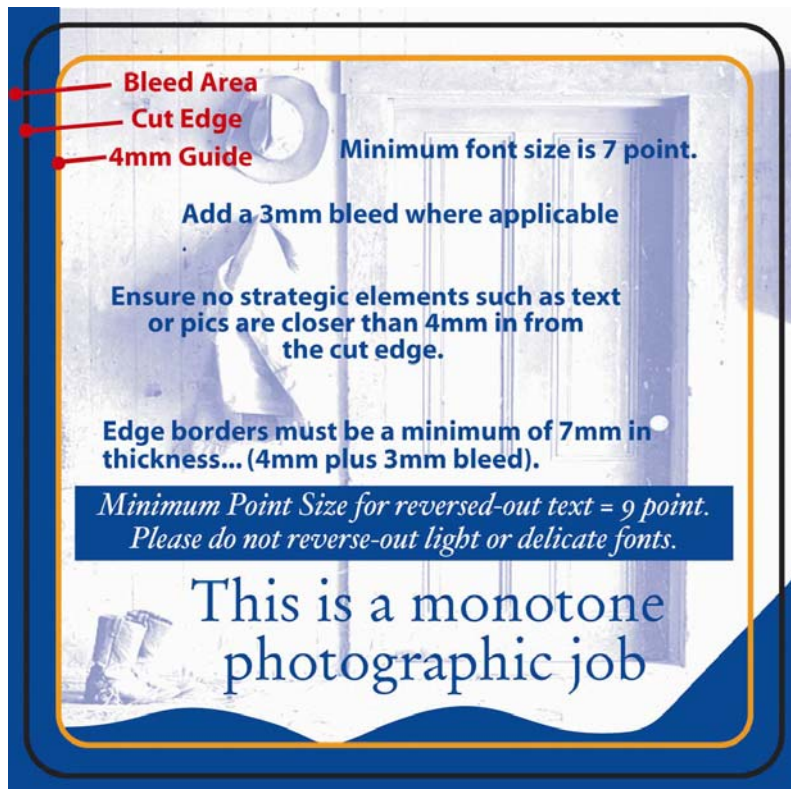
## Artwork Specifications - Beermat Coaster – Spot Colour Work

As with any print job, no matter how experienced the printer, it is the origination that will make all the difference to the final product. Accountability for the quality of the final print can only be accepted by you, the originator, so please take the time to follow these guidelines very carefully before setting up your job.

### General Overview

- Beermat board is a very “Thirsty” substrate and should be treated differently to coated paper stocks.
- Our standard coaster size is 94mm square with rounded corners (corner radius is 6.35mm) or 94mm diameter. Please confirm which size and shape has been selected first before setting up the file. We are depicting the 94mm square mat below for illustration purposes only!
- All jobs are printed on 4 or 6 colour litho-presses.

For 94mm mats work in a 100mm x 100mm frame



### Colour

- **Beermat board is highly absorbent!** Please do not expect any spot colours to look the same as they do on coated papers.
- Please specify Pantone® colour references and save each on a new layer.
- Gold, silver and fluorescents are not acceptable colours.
- We will supply a JPEG or PDF file as a colour proof for your job, this will not be colour accurate but is to ensure the elements are in the correct place.
- If colour correction is vitally important, you **may** be required to sign off a wet proof prior to production.

### File Formats and Notes

- We accept files created on both Mac and PC.
- We accept artwork created in the following programs up to and including: Adobe Photoshop® CS, Adobe Illustrator® CS, Adobe InDesign® CS and QuarkXPress™ 5.0.
- If supplying in QuarkXPress™ format, please include any images and fonts used within the document.
- We can also accept the following file formats: TIFF, EPS, PDF and even very hi-resolution JPG files.
- Other file formats may be able to be converted, please contact us for further information.
- All artwork to be prepared at 300 dpi and all colours converted to process colours on saving.
- Where possible, please convert all text to outlines to negate the possibility of font corruption.

### Ready to Send?

- Before submitting final artwork, please send us a preview copy to check through first in case any changes need to be made prior to compression. This preview copy can be sent as a JPG or PDF.
- We require one composite file only per design. We will step and repeat to our die-line. If the front design differs from the design on the reverse we will need two files. **Please label these clearly.**
- Electronic files can then be emailed (up to 5MB) to [artwork@thirstys.co.uk](mailto:artwork@thirstys.co.uk)
- Please ZIP or STUFF files wherever possible to reduce download times.
- Please contact us about files larger than 5MB in order to make alternate arrangements through an ftp upload site.

All files and queries should be addressed to Artwork Dept: [artwork@thirstys.co.uk](mailto:artwork@thirstys.co.uk)  
If preferred, queries can be dealt with by phone: **0845 466 0777**