

Orientation

How to set up folded artwork correctly



Page 1: Outside

Page 2: Inside



Landscape Fold

For products with a landscape fold (tent-fold), provide a two-page PDF as below:

Page 1: The Outside (Cover & Back)

Bottom Half: This is the Front Cover. It should be placed facing the correct way up.

Top Half: This is the Back Cover. Rotate artwork 180 degrees (upside down).

Page 2: The Inside (Message)

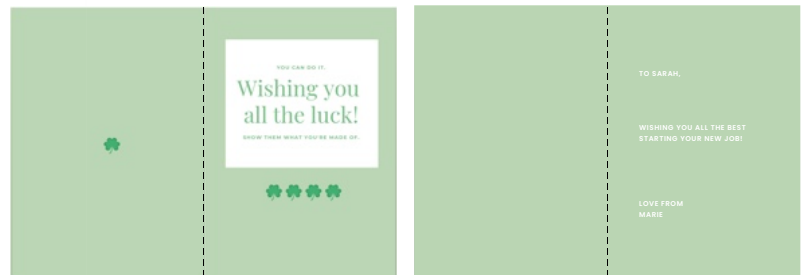
Top Half: This is the main message area. Rotate 180 degrees (upside down).

Bottom Half: This is the inside cover. Leave blank or rotate 180 degrees (upside down).



Page 1: Outside

Page 2: Inside



Portrait Fold

For products with a portrait fold (side-fold), provide a two-page PDF as below:

Page 1: The Outside (Cover & Back)

Right Side: This is the Front Cover. Artwork should be placed the correct way up.

Left Side: This is the Back Cover. Artwork should also be placed the correct way up.

Page 2: The Inside (Message)

Right Side: This is the main message area. Place artwork the correct way up.

Left Side: This is the Inside cover. Leave blank or place artwork the correct way up.



Check your files carefully. Incorrect setup will result in the back of the job printing upside down.