

*creative marketing ideas*

# COMPLETE SPECS

FOR ALL MAT SHAPES



**FLIPmat**<sup>®</sup>  
SUPERIOR MARKETING PERFORMANCE



# specs for the graphic artist

[www.matspecs.com](http://www.matspecs.com)

- Whenever possible, please supply a printed colour proof with your artwork files
- Please include all linked image files when sending artwork to us
- Please either **convert all text to paths** or **supply fonts with the file**
- Please supply images as high resolution (300dpi) files at the correct printed size
- Please supply all colour images in CMYK (not RGB)
- If sending a Photoshop file please send the original layered psd file
- All type needs to be at least 4mm away from the edge of the die line
- Where possible please create gradients in Photoshop and apply 3 pixels of noise
- PDF templates are available for download from [www.matspecs.com](http://www.matspecs.com)
- We are Mac based and also accept PC files

NB: The non-slip backing has a texture that may cause some colours to appear cloudy and solid blacks to appear grey so try to create artwork with high contrast for the back of the mat

## PANTONE PMS COLOUR MATCHING

We use a CMYK colour printing process. You can specify Pantone colours in your artwork, but the following conditions will apply:-

- Any Pantone PMS colours must be specified as spot colours in the file you supply.
- We cannot guarantee exact colour matching of Pantone PMS colours but will do our best to get it as close as possible within the limitations of the CMYK colour model.
- We cannot match to Hexachrome, Metallic, or any other 'specialised' Pantone inks, only the Standard Pantone Solid Coated/Uncoated colours.

## SOFTWARE WE ACCEPT

We accept files in the following formats (up to and including)

- PDF/Adobe Acrobat 9
- QuarkXPress 6.5
- Illustrator CS4
- Photoshop CS4
- Indesign CS4

## MEDIA WE ACCEPT

Small files can be emailed to us.

For logos, photos or images larger than 5mb, please copy and save/burn to a CD or USB flash drives. You may also send files to us using the services provided by [www.yousendit.com](http://www.yousendit.com) or [www.sendit.com](http://www.sendit.com)



# FLIP BOOKMARK

— Trim line -  
finished size  
48mm x 180mm

■ Bleed is 2.5mm  
all round

- - - Text Guide -  
keep text 4mm  
from edge

## **VERY IMPORTANT**

All text **MUST** be  
converted to  
outlines/curves

All images **MUST** be  
CMYK and high  
resolution (300DPI)

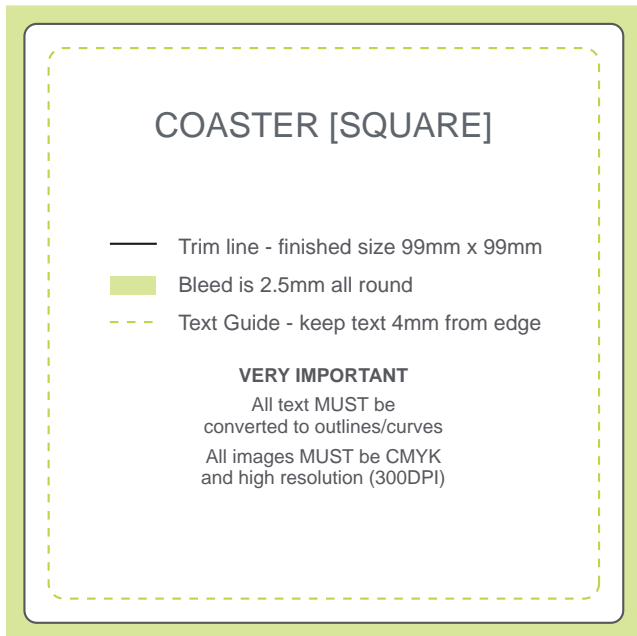


## COASTER [ROUND]

- Trim line - finished size 100mm dia.
- Bleed is 2.5mm all round
- - - Text Guide - keep text 4mm from edge

### **VERY IMPORTANT**

All text **MUST** be converted to outlines/curves  
All images **MUST** be CMYK and high resolution (300DPI)



## COASTER [SQUARE]

- Trim line - finished size 99mm x 99mm
- Bleed is 2.5mm all round
- - - Text Guide - keep text 4mm from edge

### **VERY IMPORTANT**

All text **MUST** be converted to outlines/curves  
All images **MUST** be CMYK and high resolution (300DPI)

NB. THESE DRAWINGS ARE NOT TO SCALE

# MINIMAT

— Trim line - finished size 154mm x 114mm

■ Bleed is 2.5mm all round

- - - Text Guide - keep text 4mm from edge

## **VERY IMPORTANT**

All text **MUST** be converted to outlines/curves

All images **MUST** be CMYK and high resolution (300DPI)

# MAILMAT

— Trim line - finished size 192mm x 113mm

█ Bleed is 2.5mm all round

- - - Text Guide - keep text 4mm from edge

## **VERY IMPORTANT**

All text **MUST** be  
converted to outlines/curves  
All images **MUST** be CMYK  
and high resolution (300DPI)

# SQUARE FLIPMAT

— Trim line - finished size 152mm x 152mm

■ Bleed is 1.5mm all round

- - - Text Guide - keep text 4mm from edge

## **VERY IMPORTANT**

All text **MUST** be  
converted to outlines/curves

All images **MUST** be CMYK  
and high resolution (300DPI)

## REGULAR FLIPMAT [LANDSCAPE]

- Trim line - finished size 224mm x 153mm
- █ Bleed is 1.5mm top/bottom and 3mm left/right
- - - Text Guide - keep text 4mm from edge

### **VERY IMPORTANT**

All text **MUST** be converted to outlines/curves  
All images **MUST** be CMYK and high resolution (300DPI)

## ROUND FLIPMAT

- Trim line - finished size 185mm dia.
- Bleed is 2.5mm all round
- - - Text Guide - keep text 4mm from edge

### **VERY IMPORTANT**

All text **MUST** be converted to outlines/curves

All images **MUST** be CMYK and high resolution (300DPI)

## COASTER [ROUND]

- Trim line - finished size 100mm dia.
- Bleed is 2.5mm all round
- - - Text Guide - keep text 4mm from edge

### **VERY IMPORTANT**

All text **MUST** be converted to outlines/curves

All images **MUST** be CMYK and high resolution (300DPI)

NB. THESE DRAWINGS ARE NOT TO SCALE



The diagram shows the front view of the Ergo Flipmat. It is an irregular, rounded shape with a wavy bottom edge. It features three concentric boundaries: an outermost light green solid line representing the bleed area, a middle black solid line representing the trim line, and an innermost light green dashed line representing the text guide. The text and instructions are centered within the white space between the trim and text guide lines.

## ERGO FLIPMAT [FRONT]

- Trim line - finished size 210mm x 190mm
- Bleed is 4mm all round
- - - Text Guide - keep text 4mm from edge

### **VERY IMPORTANT**

All text **MUST** be converted to outlines/curves  
All images **MUST** be CMYK and high resolution (300DPI)



The diagram shows the back view of the Ergo Flipmat, which has the same irregular, rounded shape and wavy bottom edge as the front view. It also features three concentric boundaries: an outermost light green solid line for the bleed, a middle black solid line for the trim, and an innermost light green dashed line for the text guide. The text and instructions are centered within the white space between the trim and text guide lines.

## ERGO FLIPMAT [BACK]

- Trim line - finished size 210mm x 190mm
- Bleed is 4mm all round
- - - Text Guide - keep text 4mm from edge

### **VERY IMPORTANT**

All text **MUST** be converted to outlines/curves  
All images **MUST** be CMYK and high resolution (300DPI)

NB. THESE DRAWINGS ARE NOT TO SCALE

# LARGE FLIPMAT [LANDSCAPE]

— Trim line - finished size 230mm x 195mm

■ Bleed is 3mm all round

- - - Text Guide - keep text 4mm from edge

## VERY IMPORTANT

All text **MUST** be converted to outlines/curves

All images **MUST** be CMYK and high resolution (300DPI)

# COASTER [SQUARE]

— Trim line - finished size 99mm x 99mm

■ Bleed is 2.5mm all round

- - - Text Guide - keep text 4mm from edge

## VERY IMPORTANT

All text **MUST** be converted to outlines/curves  
All images **MUST** be CMYK and high resolution (300DPI)

# COASTER [ROUND]

— Trim line - finished size 100mm dia.

■ Bleed is 2.5mm all round

- - - Text Guide - keep text 4mm from edge

## VERY IMPORTANT

All text **MUST** be converted to outlines/curves  
All images **MUST** be CMYK and high resolution (300DPI)

## CUSTOM FLIPMAT

— Trim line - any shape you like - maximum finished size 310mm x 230mm

█ Bleed is 3mm all round

⋯ Text Guide - keep text 5mm from edge

### **VERY IMPORTANT**

All text **MUST** be converted to outlines/curves

All images **MUST** be CMYK and high resolution (300DPI)

# COUNTERMAT

[455mm x 295mm]

- Trim line - finished size 455mm x 295mm
- Bleed is 5mm all round
- ⋯ Text Guide - keep text 5mm from edge

## VERY IMPORTANT

All text **MUST** be converted to outlines/curves  
All images **MUST** be CMYK and high resolution (300DPI)

# COUNTERMAT A3

- Trim line - finished size 420mm x 297mm
- Bleed is 5mm all round
- ⋯ Text Guide - keep text 5mm from edge

## VERY IMPORTANT

All text **MUST** be converted to outlines/curves  
All images **MUST** be CMYK and high resolution (300DPI)

# COUNTERMAT A4

- Trim line - finished size 297mm x 210mm
- Bleed is 3mm all round
- ⋯ Text Guide - keep text 5mm from edge

## VERY IMPORTANT

All text **MUST** be converted to outlines/curves  
All images **MUST** be CMYK and high resolution (300DPI)

NB. THESE DRAWINGS ARE NOT TO SCALE

