Instruction:
Sticker for offset printing

This instruction sheet is to help you with preparing your image data for offset printing.
Offset printing is based on the CMYK color space: ■ cyan ■ magenta ■ yellow ■ key/black.
It is important to know that Conversion from RGB (screen color space) to CMYK could cause color deviation.
Therefore, always create your printing data in CMYK color space.

✓ **Resolution:** min. 300 - max. 600 dpi (for pixel files)

✓ **Trim:** Please, apply trimming space of 3mm at each side to your image!

66 mm (Dateiformat)

Aufkleber Quadrat 6
ca. 60 mm x 60 mm

66 mm (Dateiformat)

Bilder, Grafiken und Hintergrundfarben
sollten bis zum Rand des Dateiformates
angelegt werden

60 mm (ca. Endformat)

60 mm (ca. Endformat)
Schnittkante

Example: Sticker Quadrat 6x6

Final Size (60 x 60mm) + Trim (3mm)
-> Trimmed size (66 x 66mm)
-> Trim will be cut off!

Our sample files will help you to set the size correctly.
Each product description will offer you the
according sample file for download.

✓ **Backsides:** The backside of a sticker must contain grey-shades, only. (1c printing)
Include front- and backside in a ZIP or RAR archive, using WinRAR or a similar tool.

✓ **Fonts:** In case of vector graphics, make sure you converted all fonts into outlines, too!
(in Adobe Illustrator -> Create Outlines).

✓ **Diecuts:** In case of individually shaped stickers, create a separate layer and place the shape
of your sticker as an well visible outline (path). Trim for diecuts must be 1.5 mm.

✓ **Important:** - do not export trim-marks and/or registration marks
- do not export color bars
- if you want spot colors (HKS or Pantone) make sure they are **not** converted into CMYK
for example: HKS 14 results in C 0% M 100% Y 100% K 0% and will be printed as CMYK
- for a proper black in CMYK, please apply **C 20% M 20% Y 20% K 100%**

✓ **Formats:**

Vectorgraphics	Pixelgraphics
PDF	JPG, JPEG without compression and with maximal quality
EPS	PSD
AI	TIF, TIFF
INDD	PNG

✓ Save your file under a significant name (company or keyword). Please note, that sticker.pdf is not significant!

If you have any questions, please take a look at our FAQ at www.stickma.de/FAQ first.
In case of more specific questions, contact us via sticker@stickma.de or feel free to give us a call at
+49-351-8024600 (mon-fri 9-12am and 2-5pm). If you are not sure about technical specifications of your printing
data, you can order „data check" for your stickers (optional) and we will call you back in case of any ambiguities.