

COUNTER MAT SPECIFICATIONS

Trim Size: 20" x 16"

Bleed Size: 20.25" x 16.25"

**Image Size: 6075 x 4875 pixels
(300 Pixels Per Inch @ 100% Size)**

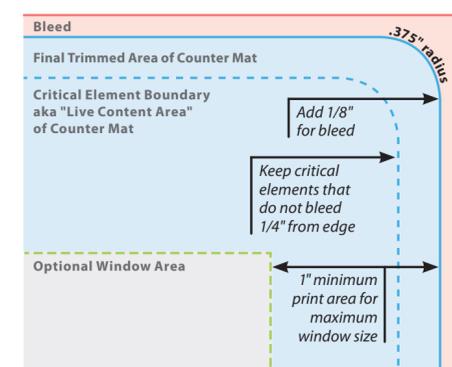
CMYK and/or Spot Color is accepted

**For best results see
Art Check List on next page.**

Window Sizes

MAT SIZE	STANDARD WINDOW SIZES	STANDARD INSERT SIZES	MAXIMUM WINDOW SIZES
10" x 15"	5¼" x 8¼"	5½" x 8½"	8" x 13"
11" x 17"	8¼" x 10¾"	8½" x 11"	9" x 15"
12" x 18"	8¼" x 13¾"	8½" x 14"	10" x 16"
13" x 19"	8¼" x 10¾"	8½" x 11"	11" x 17"
14" x 19"	8¼" x 13¾"	8½" x 14"	12" x 17"
16" x 20"	10¾" x 16¾"	11" x 17"	14" x 18"
17" x 26"	10¾" x 16¾"	11" x 17"	15" x 22½"

Layout Considerations



✓ COUNTER MAT ART CHECK LIST

A quick test to ensure success! Art and digital files that pass this pre-flight "test" usually flow through our system with ease. These guidelines are also explained in detail at www.CounterPointPromo.com/production.

1 Layout

- ✓ 1/8" Bleed when art extends off of the mat
- ✓ Critical elements at least 1/4" inside mat's edge

2 Image Resolution

Image resolution MUST be 300ppi or higher. EVERY file used to create the final piece MUST be included and editable. This includes linked or placed files.

- ✓ Save images at 300ppi/dpi, sized to 100%
- ✓ Save images as .psd, .tif, .eps, or .ai files
- ✓ Include editable versions of *all* files

3 Fonts

- ✓ For Sublimation: at least 18pt serif, 12pt sans-serif
- ✓ For Offset and UV Ink Jet: at least 8pt
- ✓ All reversed type set to bold
- ✓ Convert all fonts to outlines/curves
- ✓ Include all Screen & Printer fonts

4 File Formats

- ✓ InDesign® ✓ Hi-Res PDF
 - ✓ Photoshop® ✓ Illustrator®
- Word, Publisher, PowerPoint, and Excel are not acceptable file formats.

5 Art Submission

- ✓ FTP: CounterPointPromo.com/upload (3-80Mb)
- ✓ Email your Product Specialist directly (<3Mb)

6 Color Target / Output Sample

Include a complete, full sized hard copy of the composite art submitted. These may be color or black & white, but must be printed from the final file(s) you provide. Print 4-Color Process targets using calibrated output devices.

- ✓ Calibrated Color Target
- ✓ Black & White

7 Colors – Process CMYK

Colors should be defined as CMYK. Converting spot or RGB colors to CMYK may produce unexpected or undesirable results. Spot and RGB colors will be converted to CMYK.

- ✓ CMYK 4-Color Process

8 Design Tips

- ✓ Avoid small type and other thin elements for fabric counter mats
- ✓ Include all files, including fonts and images
- ✓ Avoid borders, text, and art elements that run close to and parallel to the mat's edge
- ✓ Convert fonts to outlines/curves
- ✓ For a list of standard fonts available for typesetting, visit CounterPointPromo.com/fonts
- ✓ Supply a printed copy of the final layout and color samples or color targets

9 Corner Radius

- ✓ Standard corner radius is 3/8" (.375")
- ✓ Any other corner radius requires a custom die
- ✓ Square corners are NOT recommended

10 Layout Considerations

