

Artwork Guidelines



The information contained herein is the sole and proprietary intellectual property of AdSwift, LLC, Portland, Oregon.

Disclosure and distribution must be obtained at the discretion of an authorized AdSwift representative. All rights reserved.

ADSWIFT'S 2 WAYS TO UPLOAD

Depending on which account type you have, and how you use it, you will upload using one of two options: either using the SwiftBox or using the SwiftLoader. Descriptions are as follows:



Every Account Type gets a personal SwiftBox. This includes Designer Accounts and Group Administrators in addition to Personal Accounts. The SwiftBox is where you store your own mailing elements, such as photos, logos, illustrations and your personally created postcard artwork. Media you upload to your SwiftBox is NOT shared with the group, and therefore handled differently. You must upload RGB JPEG files to given specifications, and you have the option to upload just a front or just a back separately and in either size. After you upload your artwork to the SwiftBox, you will be able to access and insert it at marked points in the 5-Step ordering process.



Designer Accounts and Group Account Administrators have access to our SwiftLoader. This tool is specifically made to speed up the submission of artwork to the shared portion of the site or account. A Designer uses this tool to submit new artwork to the AdSwift Design Archive, or to a Group Account or Private Label directly. A Group Account Administrator uses this tool to post marketing materials for the Group to share. The SwiftLoader will automatically create the PDF files needed to print both sizes, with proper technical setup, and screen previews. All you do is upload one JPG file! The advantages are speed, ease and assured conformity.

IMPORTANT!: The SwiftBOX allows you to create and use your own private and static BACK side JPG artwork! The SwiftLOADER ONLY works on FRONT artwork, because it is designed to upload JPGs to the shared area, used in conjunction with the dynamic BACK side TEMPLATES that your users customize!

BASIC SWIFTLADER GUIDE

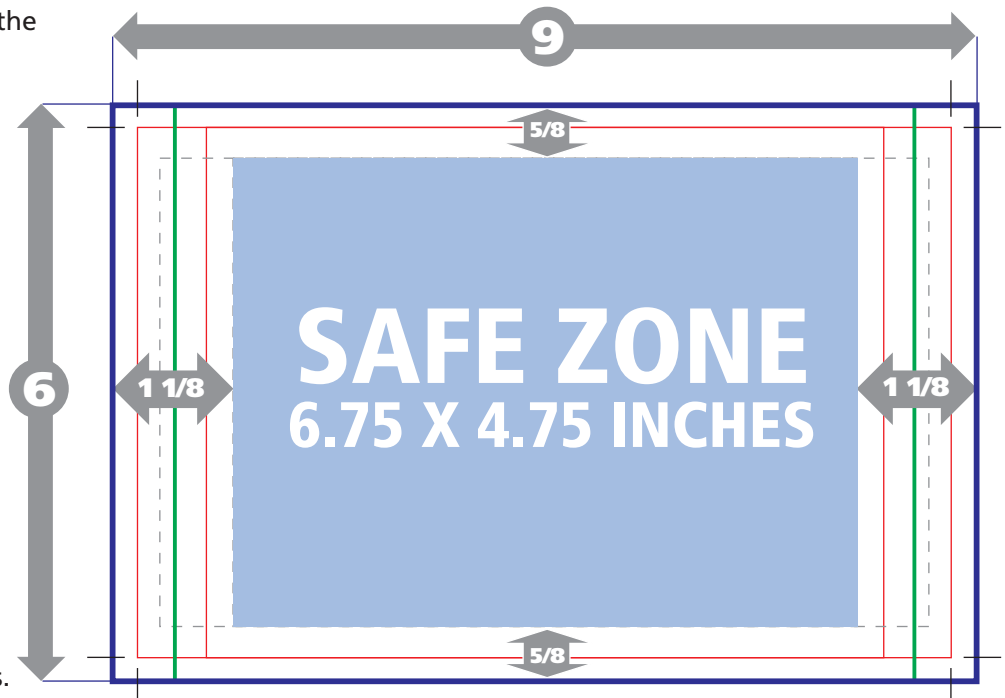
- Dark Blue - Outer edge of your file, Jumbo JPG.
- Red Outer - Where the jumbo gets trimmed.
- Dotted Line - safe margin for text, in from trim.
- Green - Where we crop to fit Regular Size
- Red Inner - Where the regular gets trimmed.
- Dotted Line/Blue Zone - safe margin for both sizes.

When uploading a JPG file of your artwork with the SwiftLoader, the light blue area in the center of the diagram to the right represents the area where your text, logos, and other crucial info should be confined to.

The area to the outside of the light blue Safe Zone can have the background image or color(s) extend all the way to the outer edge.

Minding the Safe Zone assures your one JPG will work with both of our postcard sizes.

We suggest that you create a 9 X 6, 300dpi document in Photoshop, or your available layout program, and snap guides 1.125 inches from sides and 5/8 inch from the top and bottom. Rotate for vertical cards.



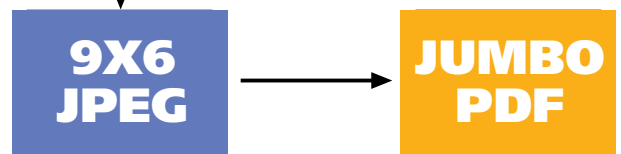
HOW DOES THE SWIFTLADER WORK?

To be sure that your PDF artwork gets generated as expected, please refer to the diagram below. You must also understand that Jumbo and Regular Size postcards are not only different sizes, but different “proportions” too. To use a single JPG that you upload, some of the image must get cropped off when it is scaled (#4). Use the previous guide for the resulting “Safe Zone”. If you stay within the Safe Zone, important text and items will not get cropped off.

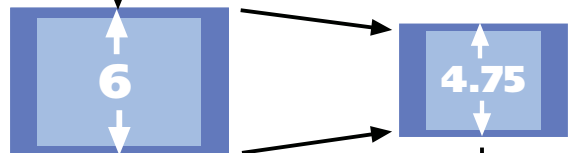
1 You upload an RGB JPG (.jpg) file that is exactly 9 X 6 inches (or 6 X 9 inches), at 300 dpi. (2700 X 1800 pixels, or 1800 X 2700 pixels)



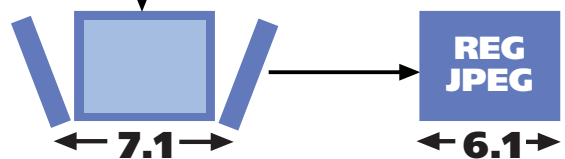
2 The SwiftLoader converts your 9 X 6 JPG into a Jumbo Size PDF (Adobe’s Portable Document Format). It is this file that prints when Jumbo is ordered.



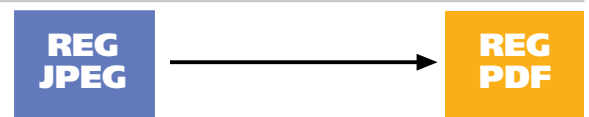
3 The SwiftLoader then scales the 6 inch side of your JPG down to 4.75 inches, which is the shorter dimension of our Regular Size postcard. The scaling makes the longer side result to be 7.125 inches.



4 Because our Regular Size postcard’s longer side is 6.1 inches, this means roughly an inch **must be cropped off**. The SwiftLoader does this by removing the extra amount from each side, which is just outside the “Safe Zone”.



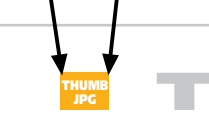
5 The SwiftLoader then takes the scaled and cropped JPG and creates the Regular Size PDF. It is this file that prints when Regular is ordered.



6 The SwiftLoader again scales the image down to 480 X 360 pixels and creates a Display JPG. It is this file that shows in the browser closeup.



7 The SwiftLoader again scales the image down to 80 X 60 pixels and creates a Thumbnail JPG.



TIP **These 4 files** can be independently edited if Advanced Users choose. After the SwiftLoader is used, the files it creates will be accessible directly through your account tools (ManageCampaigns > Edit > Edit). If you want to create variations between the Jumbo and Regular sizes, you must upload EXACTLY the same name to “overwrite” the old file. They will be defined by the characters shown above appended to your filename. We recommend that you download the generated files first, to use for the base of your edits. **Adobe Photoshop is our best software choice, although others programs work.**



SWIFTBOX FILE GUIDELINES

When you create one or more files yourself for your order, you can upload them into your SwiftBox and use them INSTEAD of the shared artwork selections. You must be logged in to access your personal SwiftBox.

If you want to use your own artwork, first upload it to the SwiftBox, under the correct tab. Then start your order at Step 1. It will not matter what you choose at Step 1.

On Step 2, look for the tab that says "UPLOAD" to get the FRONT artwork file from your SwiftBox.

On Step 3, look for the tab that says "UPLOAD" to get the BACK artwork file from your SwiftBox.

These files MUST BE in JPEG (.jpg) format, 300 ppi (pixels per inch) and RGB, not CMYK. If your JPG is less than 300 dpi, our proofer will automatically scale (interpolate) the resolution up to 300 dpi. You will need to check and approve the resulting quality.

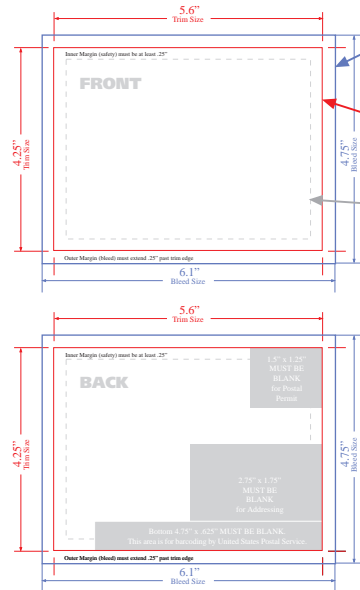
To the right are diagrams (shown 1/4 scale) that your artwork must conform to for the USPS to mail it. Please note that you have more open space available on the Jumbo size back than the Regular size back.

Please do not delete files from your SwiftBox that are being used in active orders until your order is shipped, in case we need to retrieve them again.

There can be absolutely NO PRINTING IN THE POSTAL ZONES or the post office will reject the postcard! This includes screened backgrounds. Unviolated white space is strictly enforced!

Our NEW SwiftBox proofer will assist you in assuring your artwork meets these specifications!

Standard Postcard Specifications 6.1 x 4.75 inches @ 300 ppi (1830 x 1425 pixels)



TERMINOLOGY FOR THE NOVICE:
This line is the outer edge of your artwork, called BLEED. In order for your backgrounds to extend off the edge of the finished postcard, they must extend 1/4 inch outside where the paper gets cut.
This line is where the paper gets cut, and is called the TRIM. All paper trimmers have a degree of play or variation, which is why the bleed and safety both need 1/4 inch of distance from the trim line.
This line is the safe distance to keep information from the trim so that it doesn't get cut off the postcard. It is called the SAFETY. Text, logos, and important elements must stay within this line to be sure that the play in the trimmers doesn't cut them off the finished postcard.

Jumbo Postcard Specifications 9 x 6 inches @ 300 ppi (2700 x 1800 pixels)

