

## Instructions for laying out your artwork

First you will need the template. [Click Here](#) to go to our Template Downloads Page. You will be able to download the appropriate template to your hard drive. Follow these initial instructions below for the program you will be using then go to the General Instructions to add your artwork.

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|-----------------------------------|--|
| <p><b>Microsoft Publisher</b></p> | <ol style="list-style-type: none"> <li>1. Under <b>File</b> menu select new.</li> <li>2. Under <b>File</b> menu go to <b>Page Setup</b></li> <li>3. Choose Publication Type as Custom</li> <li>4. Define the page size as:<br/>20.5” Width<br/>17” Height</li> <li>5. Under <b>Insert</b> menu choose <b>Picture → From File</b><br/>select the template you downloaded.</li> <li>6. Click Insert</li> <li>7. Go to General Instructions below</li> </ol>  |
| <p><b>Quark XPress</b></p>        | <ol style="list-style-type: none"> <li>1. Under the <b>File</b> menu select <b>New → Document</b></li> <li>2. Enter the page size as Custom<br/>Enter the dimensions as:<br/>Width 20.5”<br/>Height 17”<br/>Set the margins at:<br/>Top and bottom .625” – Left and Right 1.375</li> <li>3. Click <b>OK</b></li> <li>4. Make a Rectangular Picture Box 20.5” Wide and 17” High<br/>Use the <b>Show Measurements</b> tool found under the <b>View</b> menu to be sure the box is the right size and that the origin is at:<br/>X: 0 and Y:0</li> <li>5. Under the <b>File</b> menu, choose <b>Get Picture</b></li> <li>6. Select the template you downloaded</li> <li>7. Click <b>Open</b></li> <li>8. Go to General Instructions below</li> </ol>  |
| <p><b>Adobe PageMaker</b></p>     | <ol style="list-style-type: none"> <li>1. Under the <b>File</b> menu select <b>New</b></li> <li>2. Set the page size to Custom<br/>Dimensions: 17 x 20.5 inches<br/>Wide<br/>Turn off Double-sided<br/>Set the margins at:<br/>Top and bottom .625”<br/>Left and Right 1.375</li> <li>3. Click <b>OK</b></li> <li>4. Go to the Master Page</li> <li>5. Under the <b>File</b> menu select <b>Place</b></li> <li>6. Select the template you downloaded</li> <li>7. Click <b>Open</b></li> <li>8. Position the place icon over the top left corner of the page and click</li> <li>9. If the control palette is not already open, under <b>Window</b> choose <b>Show Control Palette</b></li> <li>10. Make sure the template is selected and use the control palette to verify that the top left corner is at X: 0 and Y: 0</li> <li>11. Go to General Instructions Below</li> </ol> |

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| <p><b>Adobe InDesign</b></p>      | <ol style="list-style-type: none"> <li>1. Under the <b>File</b> menu select <b>New</b> → <b>Document</b></li> <li>2. Set the number of pages to 1<br/>Turn off Facing Pages<br/>Set the page size to Custom<br/>Dimensions:<br/>    Width: 20.5 in Height: 17 in<br/>Orientation: landscape (Icon on right)<br/>Set the margins at:<br/>    Top and bottom .625”<br/>    Left and Right 1.375<br/>Columns: 2<br/>Gutter: .25</li> <li>3. Click OK</li> <li>4. Go to the A-Master Page</li> <li>5. Under the <b>File</b> menu select <b>Place</b></li> <li>6. Select the template you downloaded</li> <li>7. Click <b>Open</b></li> <li>8. Position the place icon over the top left corner of the page and click</li> <li>9. If the transform palette not already open, under <b>Window</b> choose <b>Transform Palette</b></li> <li>10. Make sure the template is selected and use the transform palette to verify that the top left corner is at X: 0 and Y: 0</li> <li>11. Go to General Instructions Below</li> </ol> |
| <p><b>Adobe Illustrator</b></p>   | <ol style="list-style-type: none"> <li>1. Open the template in Illustrator</li> <li>2. Go to General Instructions Below</li> </ol>  |
| <p><b>Adobe PhotoShop</b></p>     | <ol style="list-style-type: none"> <li>1. Open the template in PhotoShop. In the “Rasterize Generic EPS Format” window enter the following:<br/>    Width: 20.5 inches<br/>    Height 17 inches<br/>    Resolution 300 – 350<br/>    Mode: CMYK Color</li> <li>2. In your layers palette, lock the layer that has the template on it. You will need to lay out your artwork on other layers as the template needs to be removed when the file is printed.</li> <li>3. Go to General Instructions Below</li> </ol>   |
| <p><b>MacroMedia FreeHand</b></p> | <ol style="list-style-type: none"> <li>1. Open the template in Freehand</li> <li>2. to General Instructions Below</li> </ol>  |
| <p><b>CorelDraw</b></p>           | <ol style="list-style-type: none"> <li>3. Open the template in CorelDraw</li> <li>4. to General Instructions Below</li> </ol>   |

# General Instructions

- After following the previous instructions you should have a screen that looks figure 3 at right.
- As you work, try not to move or change the elements in the template.
- If the program you are working in has layers, it is best to keep the template layer locked.
- If the program you are working can lock objects, lock all the elements of the template.
- The template used for these instructions is the template for a 2 pocket presentation folder with business card slits on the inside right pocket.

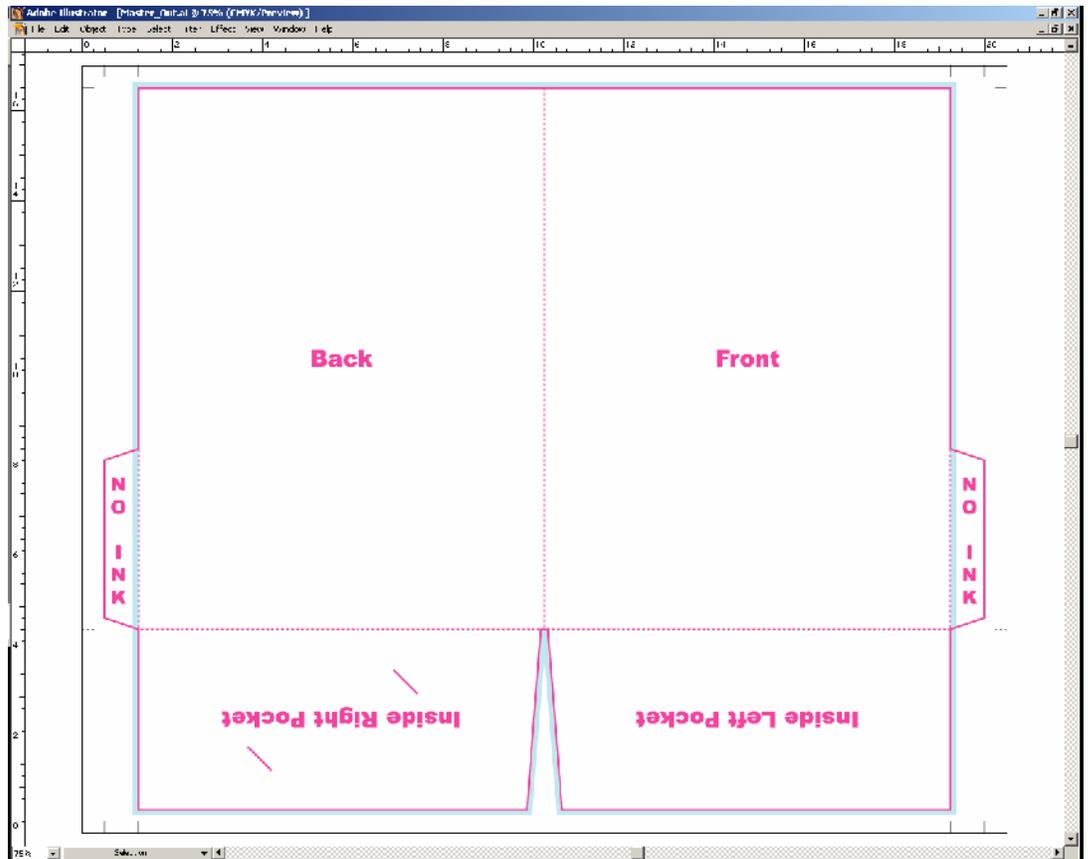


Figure 3

The screen captures used in these instructions are from Adobe Illustrator.

- The red lines indicate where the folder will be cut out (solid) or folded (dotted). The blue lines indicate where bleeds should be.
- When you are done laying out your artwork, move the template to the top layer. The template contains knockouts for the areas that cannot have ink. These areas are necessary for the glue to stick (see figure 7)

- Begin laying out your artwork.
- Remember to include bleeds (light blue shaded areas on the template) if necessary.

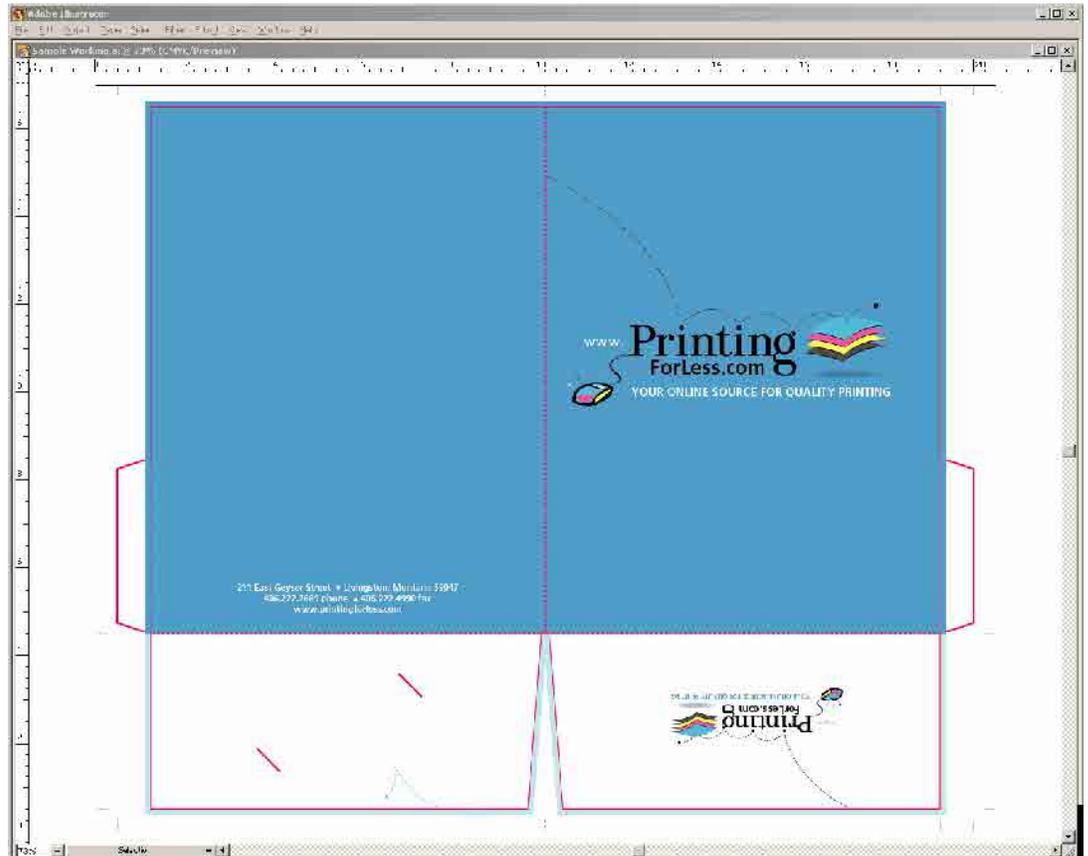


Figure 4

- There is no bleed on the pocket or the spine.
- If your design only has an image on the front, it only needs to bleed 2 sides.
- Leave 1/8" "Safe" zone from trim and folds (Green area).
- For more information about "Safe Zones," [Click Here](#)  
While this is for business cards, the principle is the same for any product we print.

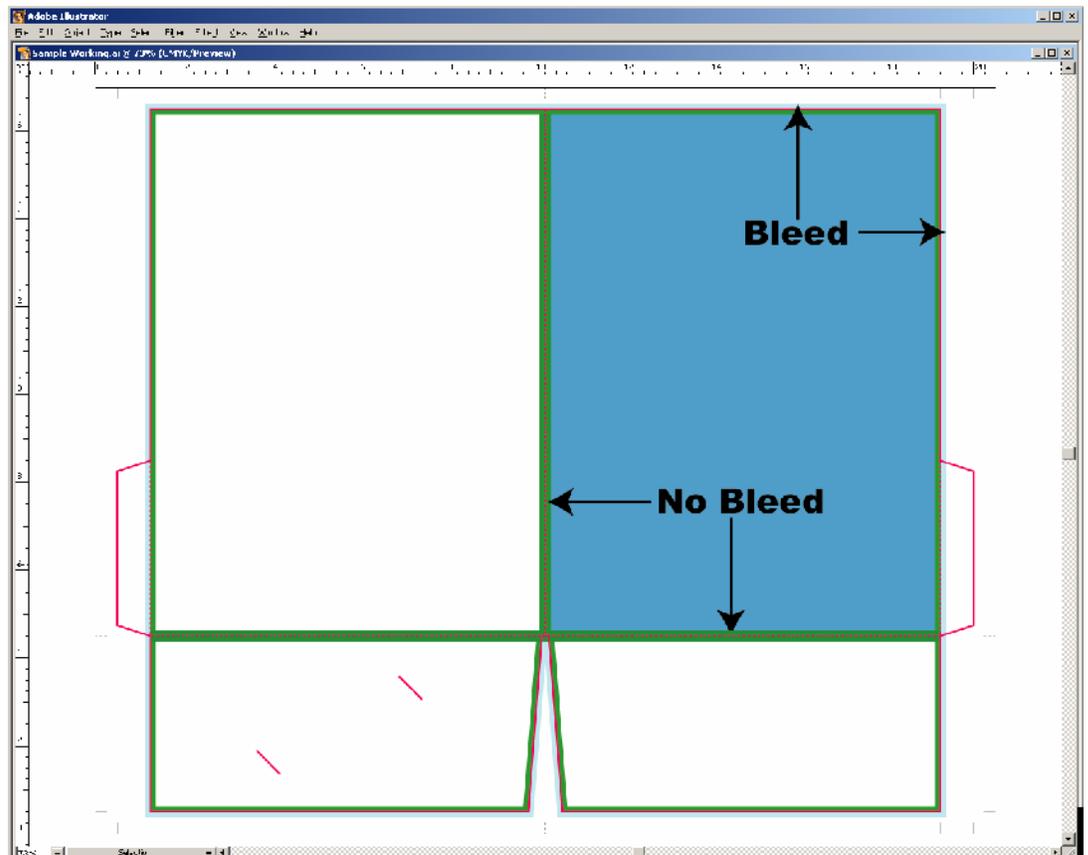


Figure5

- On the template, there are white knockouts on the glue flaps that only allow a 1/8" bleed. The rest of the flaps need to be kept free of ink so that the glue will stick. Do not put content in this area.

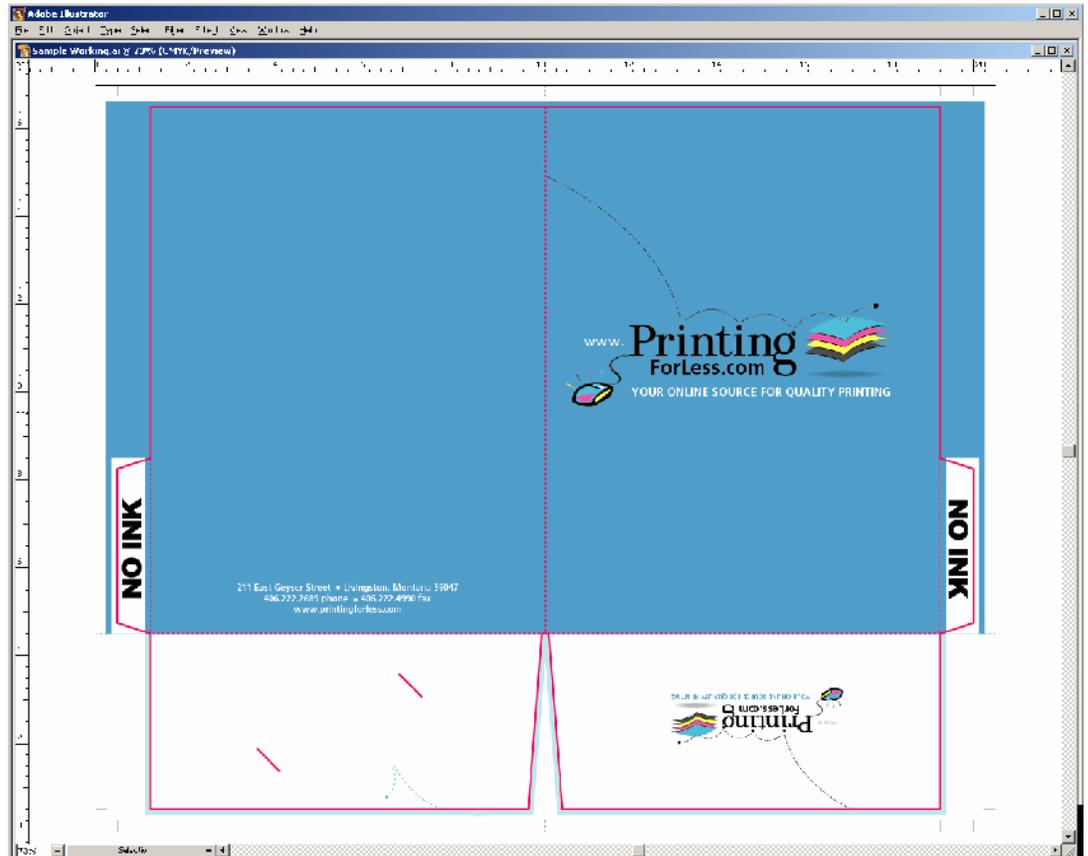


Figure 6

- Final outside assembly, laid out flat. The dotted line represents where it will fold

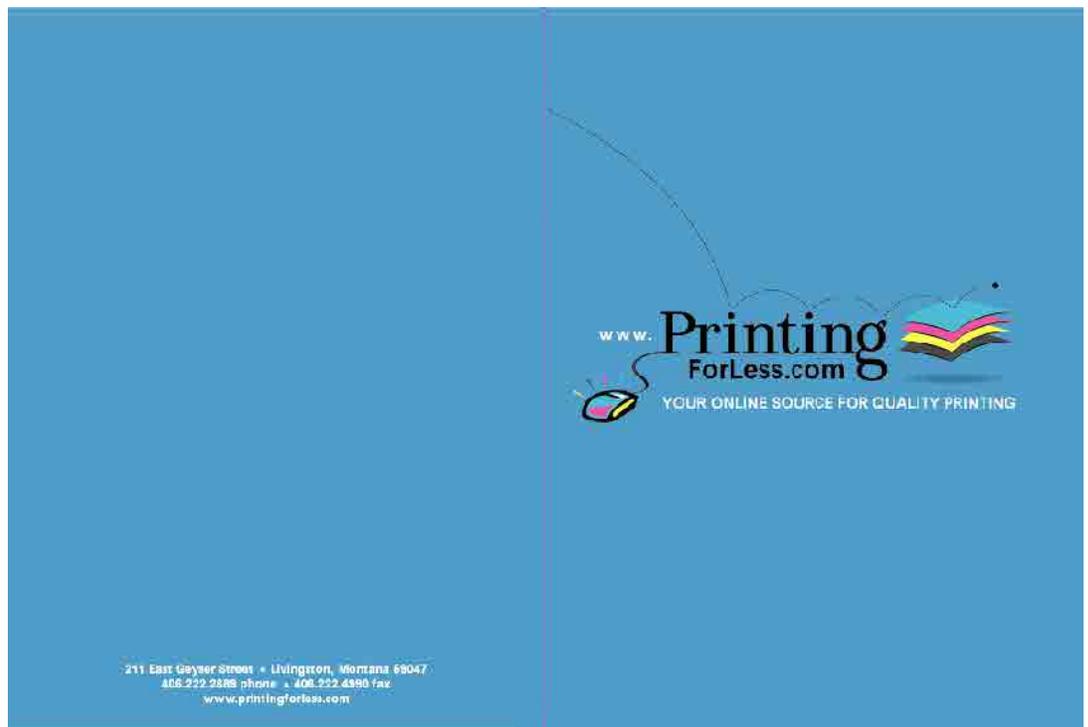


Figure 7

- Final inside assembly, again laid flat.
- Note that if you order 4-color on the front and Blank on the back, you still get printing on the inside pockets which fold up when assembled.

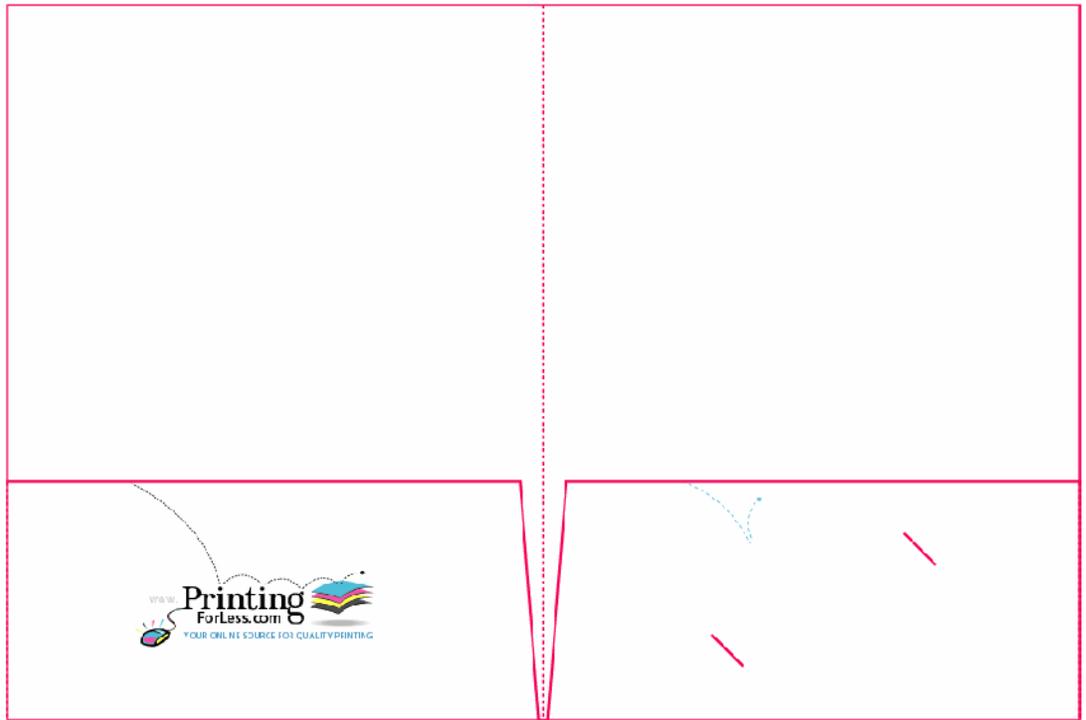


Figure 8

- If you like working with numbers, [Click Here](#) and you can download the file:  
9 x 12 Presentation Folder Measurements
- This file has the X-Y Coordinates of all the corners. It also shows the safe zone which is not on the standard template.
- This file can also be used for layout if you like.

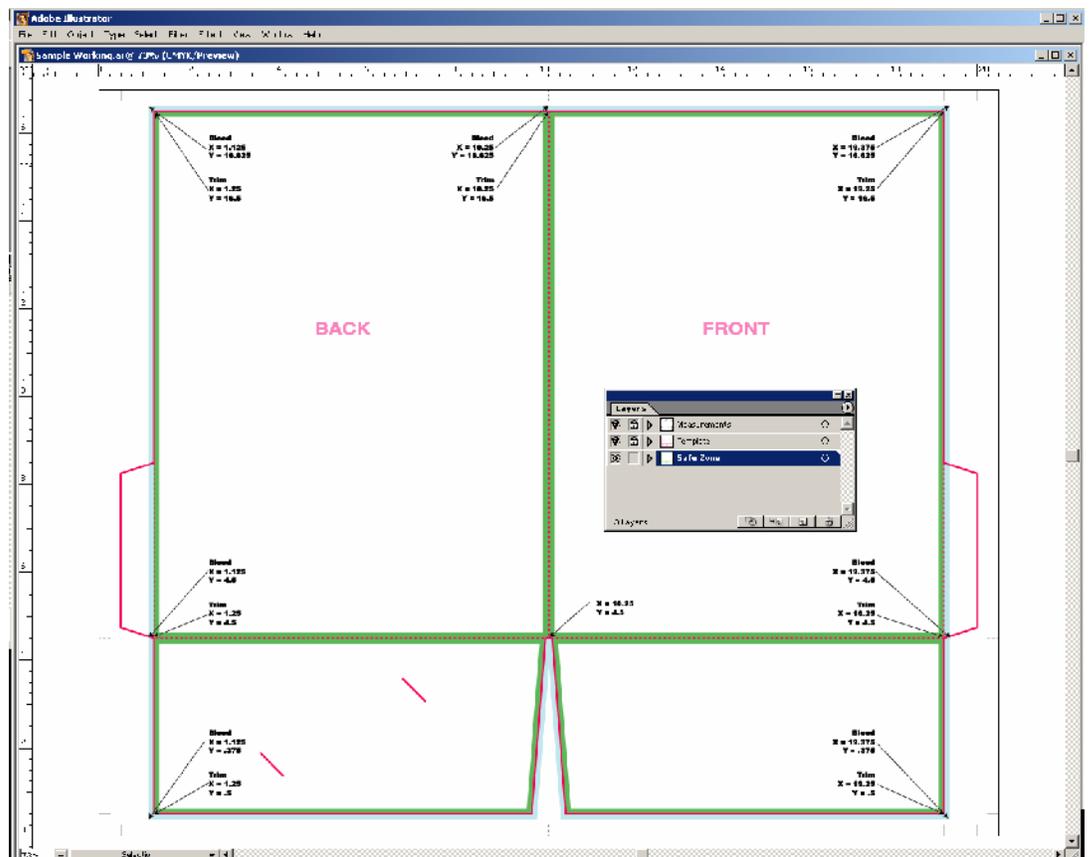


Figure 9

## Instructions for 2 sided printing

- If you are printing on the inside (either 4-color on both sides or 4-color on one side and black on the inside) please download the appropriate template.

[2 Pockets Inside](#)

[1 Pocket Inside Right](#)

[1 Pocket Inside Left](#)

- Templates for the inside do not contain business card slits, they are on the outside templates only
- Apply the same instructions you used to set up the outside of your folder to set up a file for the inside. You can also just add a second page to your document if that is easier
- Notice this time, the bleeds on the glue flaps are to the outer edges. This is because the glue is on the other side.

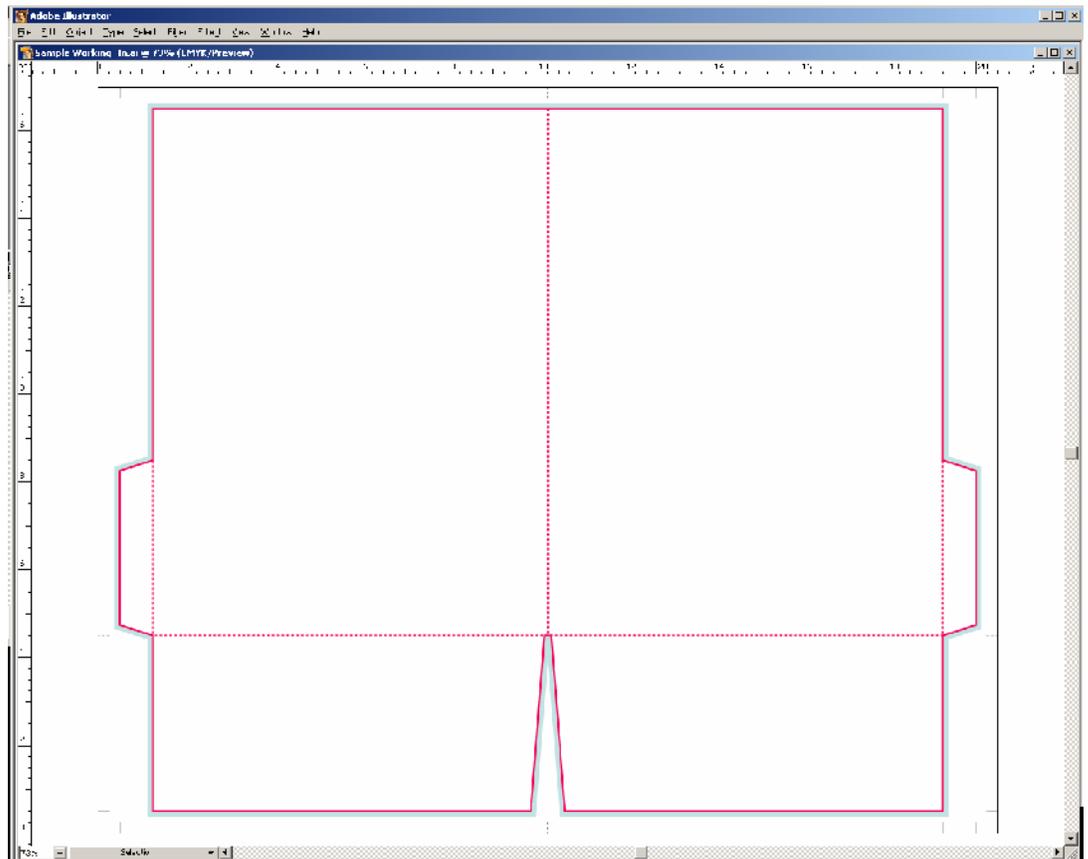


Figure 10

- Layout your artwork as before.
- The bleeds on the glue flaps are not for the main background picture. Bleed the picture off the edges that will be trimmed, but not past the dotted fold line on the glue flaps as shown here.

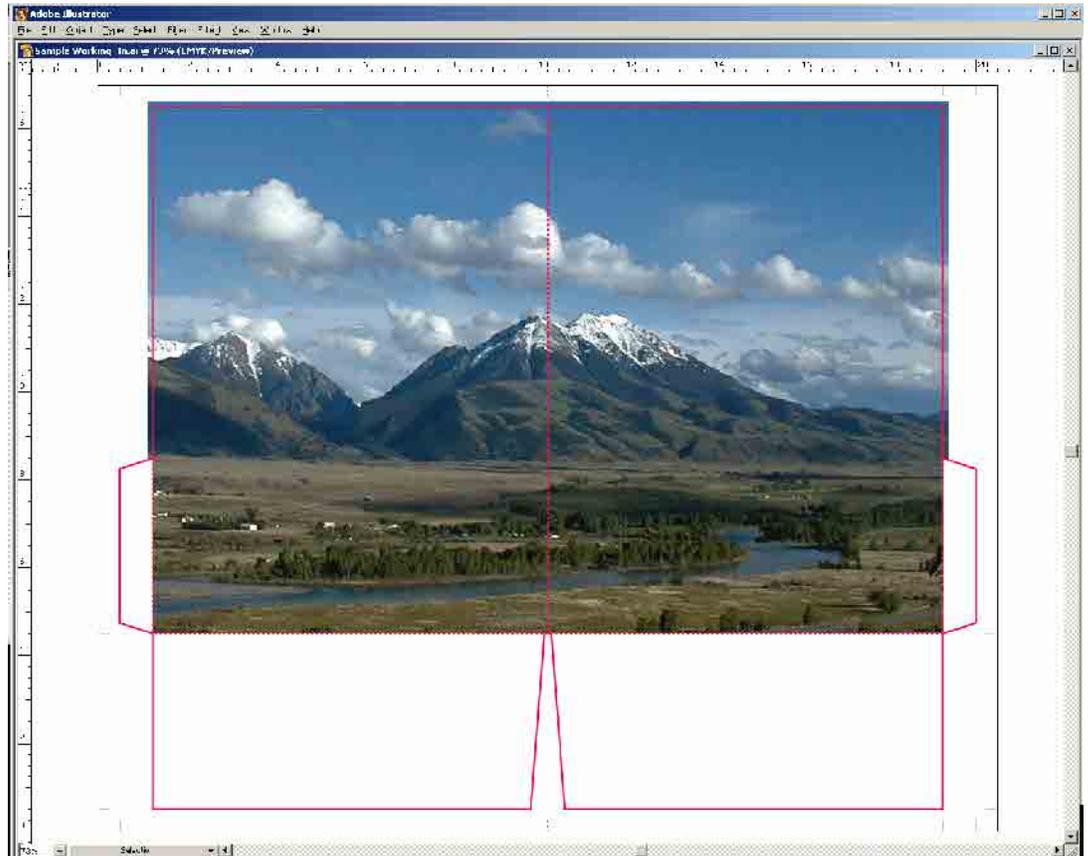


Figure 11

- The bleeds of the glue flaps are there if you choose to print on the inside of the pockets.
- This is what it would look like if you wanted to print blue on the inside of the pockets.
- The glue tabs have the blue color so that when they are folded in and the pockets are folded up, everything matches.
- Notice the white knockouts. Once again, this is where the glue needs to stick.

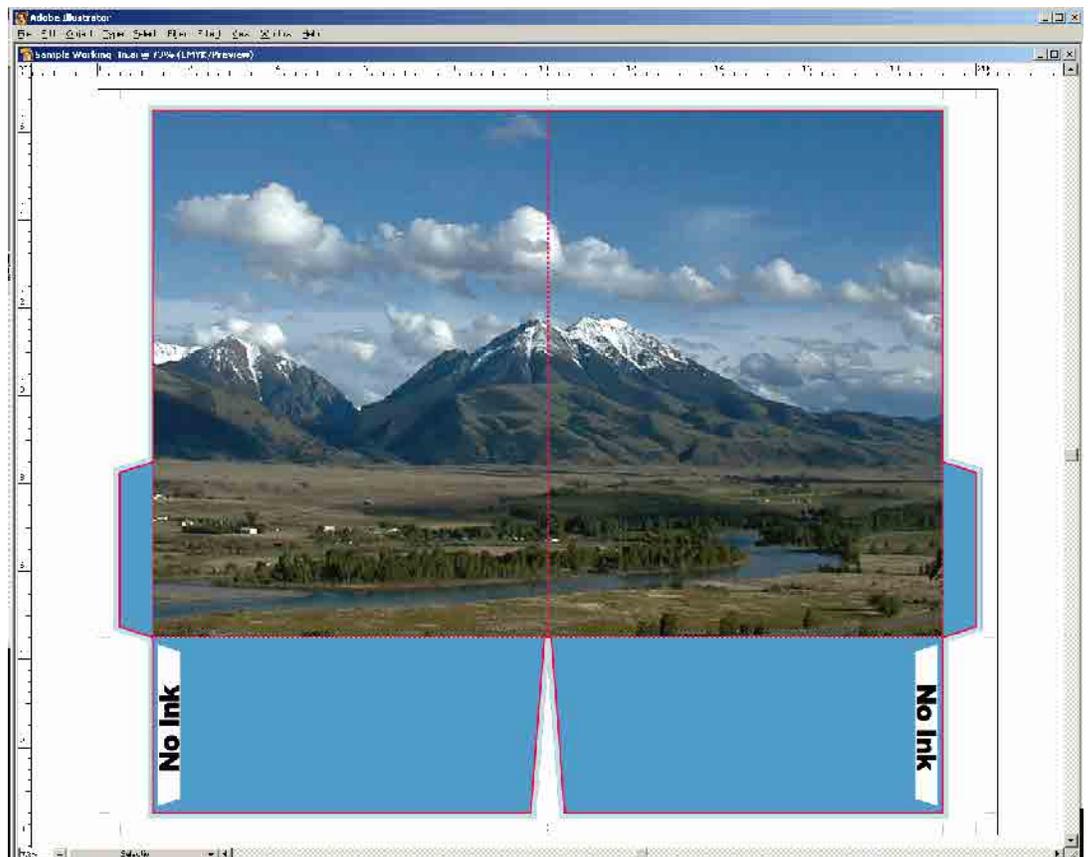


Figure 12

- This is what you end up with inside.
- Remember, the blue on the pockets ended up on the inside of the pockets, not the outside.



Figure 13

***Congratulations, your Presentation Folder is now ready!***

***Place your order today and they can be ready to ship in 10 business days!***

When your files are ready, you can place your order at:

[Click Here](#)

or if you have already placed your order, you can now upload your files to:

[Click Here](#)

Be sure to have your order number handy.

Be sure to upload the native files. It is better not to produce PDF files and upload them. It is especially important with PhotoShop to send the ***Layered*** PhotoShop file.