COUNTER MAT SPECIFICATIONS

Trim Size: 28" x 19.5"
Bleed Size: 28.25" x 19.75"
Image Size: 8484 x 5925 pixels
(300 Pixels Per Inch @ 100% Size)
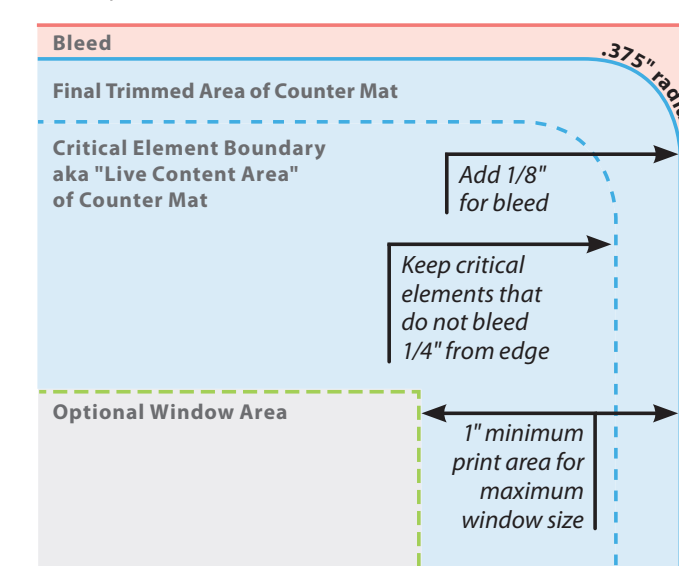**CMYK and/or Spot Color is accepted**

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" 8¼" x 13¾"	8½" x 11" 8½" x 14"	9" x 15"
12" x 18"	8¼" x 10¾" 8¼" x 13¾"	8½" x 11" 8½" x 14"	10" x 16"
13" x 19"	8¼" x 13¾"	8½" x 14"	11" x 17"
14" x 19"	8¼" x 13¾"	8½" x 14" 11" x 17"	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"
19½" x 28"	--	--	--

Layout Considerations

Bleed

Final Trimmed Area of Counter Mat

Critical Element Boundary aka "Live Content Area" of Counter Mat

Add 1/8" for bleed

Keep critical elements that do not bleed 1/4" from edge

.375" radius

Optional Window Area

1" minimum print area for maximum window size

✓ 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 CounterPointMats.com/production.

❶ Layout

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

❷ 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

❸ 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

❹ File Formats

✓ InDesign®   ✓ Hi-Res PDF
✓ Photoshop®   ✓ Illustrator®

Word, Publisher, PowerPoint, and Excel are not acceptable file formats.

❺ Art Submission

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

❻ 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

❼ 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

❽ 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 CounterPointMats.com/fonts
✓ Supply a printed copy of the final layout and color samples or color targets

❾ Corner Radius

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

❿ Layout Considerations

Bleed

Final Trimmed Area of Counter Mat

.375" radius

Critical Element Boundary
aka "Live Content Area"
of Counter Mat

Add 1/8" for bleed

STANDARD SIZES
10"x15"   11"x17"   12"x18"
13"x19"   14"x19"   16"x20"
17"x26"   20"x28"   24"x36"

Keep critical elements that do not bleed 1/4" from edge

Optional Window Area

1" minimum print area for maximum window size