COUNTER MAT SPECIFICATIONS

Trim Size: 19.5" x 19.5"

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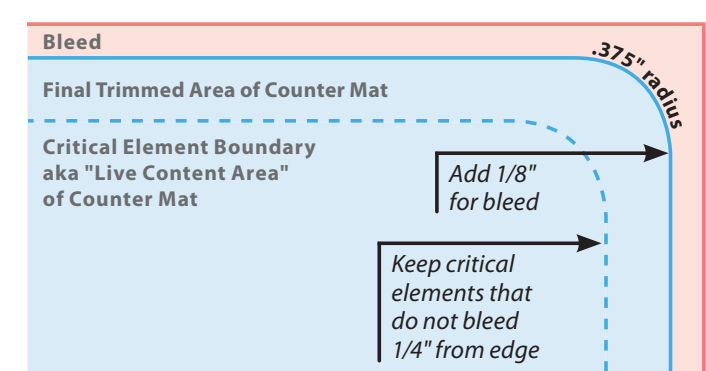
Image Size: 5925 x 5925 pixels
(300 Pixels Per Inch @ 100% Size)
CMYK and/or Spot Color is accepted

For best results see
Art Check List on next page.

Layout Considerations

Bleed

Final Trimmed Area of Counter Mat

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

.375" radius

Add 1/8"
for bleed

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

✓ 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" x 15" 11" x 17" 12" x 18"
13" x 19" 14" x 19" 16" x 20"
17" x 26" 20" x 28" 24" x 36"

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

Optional Window Area

1" minimum print area for maximum window size