4" x 9" Three Panel Z-Fold or Accordion Fold Guide

Three panel Z-folds have a flat size of 12"x 9"; when folded the panels create a finished size of 4"x 9".

4"	4"	4"
5	6	1 Cover

4"	4"	4"
2	3	4 Back

— 12" —

page 5 = 3.9375"

F O S T E R
PRINTING at Mossberg & Company

4" x 9" Three Panel Tri-Fold Guide

Three panel tri-folds have a flat size of 11.9375" x 9"; when folded the panels create a finished size of 4" x 9". Panels 4 & 5 should be 1/16" shorter.

3.9375"	4"	4"
5	6 Back	1 Cover

4"	4"	3.9375"
2	3	4

— 11.9375" —

Front Cover = 4"

80# Gloss Text

Tip: Use the top three inches of your rack card wisely. The top of the card is what will grab the end user's attention as they approach the rack!

- - - **Shows the trim at 8" x 9"** (job will be cut at this size)

///// **1/8" Bleed** (background color, photos, or anything that touches the edge of the page to extend 1/8" past trim)

▬ **1/8" Safe area** (any type or color/photos that don't bleed must be 1/8" within trim)
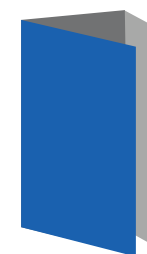
▬ **Fold line**

Back Cover = 4"

Let's Talk Images

What is dpi?
Dpi stands for dots per inch. The number of dots in a printed inch. The more dots, the higher the quality of the print (more sharpness and detail).

300 DPI

225 DPI

150 DPI

75 DPI

page 2 = 4"

All images are required to be converted to CMYK with a minimim of 225 dpi.

What is ppi?
Ppi stands for pixels per inch.

Most commonly used to describe the pixel density of a screen (computer monitor, smart phone, etc…) but can also refer to the pixel density of a digital image.

What is resolution?
Resolution is the measure of pixels in the display, usually expressed in measurements of width x height.

For example, a monitor that is 1920 x 1080 is 1920 pixels across and 1080 pixels down.

Higher resolution means more detail.

Higher dpi means higher resolution.

Resolution is not "size," but it's often confused with it because higher resolution images are often bigger, but that doesn't necessarily have to be the case.

Tip: When setting up images for print, 300 dpi is standard. Sometimes 225 is acceptable but never lower; you may go higher for some situations.

page 3 = 4"

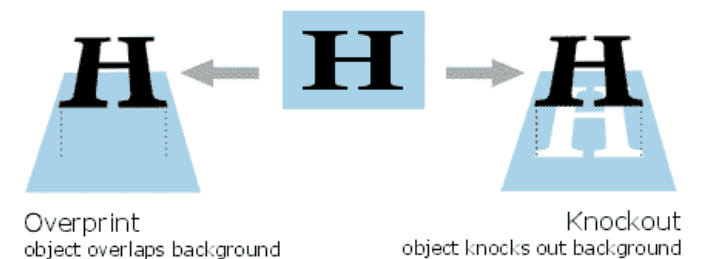## Text and Images - Should They Overprint or Knockout?

What is a knockout?
A knockout means that the object's colors will mask out those of the background.

What is an overprint?
Overprinting means that the object's colors will mix with those of the background (as they would when "printing over" them).

Most objects should not be overprinted except to satisfy certain technical printing requirements, with the exception of black text and small black objects.

Overprint
object overlaps background

Knockout
object knocks out background

Tip: Check that images and type are properly set to overprint or knockout of the background.

page 4 = 3.9375"