



Artwork guide for your postcard advert

1. Postcard spec

- A5 glossy postcard, delivered through Royal Mail Door to Door.
- Trim size: 154 x 216 mm.
- With bleed: 160 x 222 mm.
- Bleed: 3 mm on every edge.
- Recommended safety zone: 4 mm inside trim.

2. File setup

- Press-ready PDF/X-1a is preferred.
- CMYK colour mode.
- 300 dpi at final size.
- Fonts embedded or outlined.
- Use 100K only for small black text.

Slot sizes

Each edition carries a maximum of 10 businesses, with 4 Premium and 6 Standard slots. Only one business per trade category appears on a given postcard.

Slot	Live size	Pixel guide at 300 dpi
Premium	73 x 80 mm	Approx. 862 x 945 px
Standard	48 x 50 mm	Approx. 567 x 591 px

Artwork Options

Option A - Design included

- Send your logo, phone number, website, and any key offer.
- Add one or two good photos if you want them used.
- We will prepare the advert and send a proof before print.

Option B - Supply finished artwork

- Send one press-ready PDF for your slot.
- Make sure fonts are embedded or outlined.
- We will still check placement before the postcard goes to print.



Supplying artwork

Artwork checklist

Images

- Use 300 dpi images at final size.
- Low-resolution website images usually print softly.
- If in doubt, send the original photo file.

Colour and type

- Convert RGB artwork to CMYK before export.
- Embed or outline fonts.
- Keep body copy at 8 pt or above where possible.

Logos and branding

- Vector logos are best.
- High-resolution PNG with transparency is the fallback.
- Do not crop logos from screenshots or social posts.

Safe layout

- Keep logos, URLs, and phone numbers away from the edges.
- Leave the QR area clear.
- Use one strong CTA rather than cramming too much in.

Send artwork or questions

Email: richard@localbuzz.media

Online guide: localbuzz.media/assets/artwork-guide.html

Subject line: **Artwork** - [your business] - [edition area]