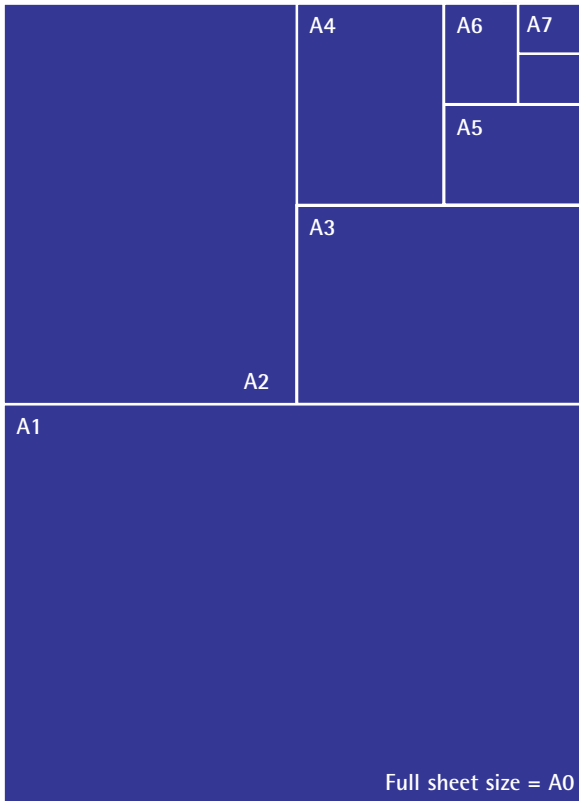


Helpful Tips



Paper Sizes

Sizes	Millimetres	Inches
A0	841 x 1189	33 ³ / ₈ x 46 ³ / ₄
A1	594 x 841	23 ³ / ₈ x 33 ¹ / ₈
A2	420 x 594	16 ¹ / ₂ x 23 ³ / ₈
A3	297 x 420	11 ³ / ₄ x 16 ¹ / ₂
A4	210 x 297	8 ¹ / ₄ x 11 ³ / ₄
A5	148 x 210	5 ⁷ / ₈ x 8 ¹ / ₄
A6	105 x 148	4 ¹ / ₈ x 5 ⁷ / ₈
A7	74 x 105	2 ⁷ / ₈ x 4 ¹ / ₈

Envelope Sizes

Sizes	Millimetres	Inches
C3	324 x 458	12 ³ / ₄ x 18
C4	229 x 324	9 x 12 ³ / ₄
C5	162 x 229	6 ³ / ₈ x 9
DL	110 x 220	4 ³ / ₄ x 8 ⁵ / ₈

US Conversion Sizes

Sizes	Millimetres	Inches (approx.)
US Letter	215.9 x 279.4	11 x 8 ¹ / ₂
US Legal	215.9 x 355.6	14 x 8 ¹ / ₂

There are 25.4mm in 1 inch

Paper Stocks and Weights

Stock Definitions

Type	Usage
Bond	Uncoated stock used for letterheads (Also called Uncoated or Offset)
Gloss	Gloss coated stock (shiny) usually used for Magazines, Flyers etc. Smudges if written on
Silk	A coated stock (slight shine) usually used for postcards, folders, registration tickets and items that may need to be written on
Matt	A very slight coated stock (dull) used for postcards, folders, registration tickets and items that may need to be written on

Common weights:

Business Cards - 300 or 350gsm - Uncoated
 Letterheads - 90 or 100gsm - Uncoated
 Postcards - 300 or 350gsm - Silk
 Flyers - 130 to 170gsm - Silk/Gloss/Matt
 Folders - 300 or 350gsm - Silk/Gloss/Matt

To estimate weight of finished item:

Width (mm) x Height (mm) x Number of Panels x
 Weight (in Gm2) divided by 1,000,000
 i.e 4pp A4 on 300gsm:
 297 x 210 x 2 x 300 / 100000 = 37 grammes *
 *(These are pre printed approx weights)

FOLDING GUIDELINES

Portrait: Spine is longer dimension
 Landscape: Spine is shorter dimension

