



Vinylpostcards_ Format-Specifications & Production Guidelines

In order to ensure a smooth production with optimal results, please make sure to supply the required data, according to these specifications. An order can only go into production when all the data meets these requirements. Please do not hesitate to contact us if you have any questions. As soon as the production of the data has been successfully completed, please place the vinyl master and the print data in the server folder (pressing data) provided by us.

Required for pressing - overview:

- 1. Vinyl master: 24Bit | 44.1kHz | .wav**
- 2. Pressing data: One PDF with front and backside | 148 X 105mm + 3mm of bleed on each side**

1. Vinyl-Master

1.1 Playing time:

The maximum playing time of the Vinylpostcard is: 3m:30s at 45 RPM

These playing times refer to a balanced master material. Bass-heavy tracks require more space, which in turn shortens the playing time. If you are not sure if your song fits onto the Vinylpostcard, please contact us.

1.2 Format:

The master must be supplied as a dedicated **vinyl master: .wav file, 24-bit, and 44.1kHz.**

If you do not have a vinyl master of your title, we can create one in cooperation with our partner Studio weyrerTon. Please contact us for this purpose.

1.3 Test pressing:

Based on your vinyl master, we create the master cut. Our greatest premise is to transfer this as faithfully as possible to our Vinylpostcard format. Due to the special technical requirements of the medium, it may be necessary to intervene in the master in order to transfer it as distortion-free as possible to the analogue format. Therefore we offer the possibility of a test pressing. This gives you the option to check and approve the final sound of your Vinylpostcard. If you would like a test pressing, please contact us.

2. Print Data

The design of the front and back of your Vinylpostcard is entirely up to you. While the use of the Vinylpostcards logo in your artwork is optional, **the mention of Vinylpostcards as manufacturer with the wording: "manufactured by Vinylpostcards" (minimum font-size: 6) is mandatory.** Please also spare the position for the serial code at the back of the card in the bottom right corner (see template).

Use the format template provided by us to simplify the process. Please stick to the following information when creating the print data. Deviations of your data from our printing data specifications may lead to rejection. Please make sure to have these specifications set or checked by professional graphic designers to avoid a rejection.

2.1 Format and Tips:

- The final format of the print material is DIN A6: 148 × 105 mm or 105 × 148 mm.
- In addition, a **bleed of 3 mm** must be applied. Please activate the bleed marker
- Take into account the middle hole of Ø 7.3 mm in the center of the card, but do not exclude this from your graphic production.
- File format: PDF (at least Acrobat 6 | PDF 1.5) Deliver the graphics of the front and back in one PDF. Not in two separate files and do not encrypt the files.
- Take into account that our production tolerance is +/- 1mm, centered objects in the artwork might not be perfectly centered on the final product
- Respect the serial code at the back of the card in the bottom right corner, it must not be covered up
- We print on natural uncoated paper. Contrast and saturation may not be as powerful as they do on coated paper. -> get in touch for more information

2.2 Colour space, Resolution, details:

- Colour space/mode: CMYK
- Resolution: 300 dpi
- Colour profile: PSO Uncoated V3
- Fonts must be converted to paths
- Colour saturation must not exceed 300% and must not fall below 10%.

3. General disclaimer

Due to our production process, a slight bend of the cards is possible. Moreover, typical vinyl-specific sound characteristics - background noise, pops, etc. are part of the sound image.