Using McKenna Easy Order to Order Press Products

Sizing and Bleed

All of our Press Printed Products are printed as "full bleed" products. This means the final trimmed product can have printing all the way to the edges with no margins. In order to do this, we print on sheets that are larger then the actual size of the finished piece, and trimmed down to the final size. All files must have a 1/8" bleed all the way around. This means a 5x7 flat card file should be designed as 5.25 x 7.25. This extra 1/8" all the way around is called "bleed" and insures no white lines are visible in the final product. Additionally, you should design with a 1/8" safe zone inside the trim line. **If you have important design elements within 1/8" of the trim line, they may be cut off.**

Ideally, you should oversize the final dimensions of each product 1/4" both horizontally and vertically. Then make sure everything important is no closer than a 1/4" from the edge of the oversized piece. If you want to make sure an image or design element goes all the way to the edge of the finished product, it must go all the way to the edge of the file, including the oversized area.

Safe Line and Templates

In Easy Order, you will see a black 'Safe Line' that sits over your image. This Safe Line represents the 1/4" from the edge needed for bleed and trimming. Anything inside the Safe Line will be on your final printed product.

However, this guide does not work both ways. Just because it is not within the Safe Line does not mean it won't appear on your card. **Extra borders or unwanted items that are visible in Easy Order but outside the Safe Line *could still be* in the final product.** Crop these entirely out of view in Photoshop to insure they are not in the final product.

We have a set of Photoshop files that are setup for the exact sizes needed for designing Press Printed Products. They have guides preset on them to show where the Safe Line is, so there shouldn't be any surprises when images are put into Easy Order to actually order the card.

Ordering in Easy Order

Ordering Press Printed Products in Easy Order is similar to ordering photographic products. You load your folder of JPEG images into the pane on the right, and drag them into the appropriate areas of the card in the center. Safe Lines overlay your image so you don't lose anything important to bleed and trim areas.

There are a few key differences from photographic orders that you should know before placing your Easy Order press orders.

You cannot rotate the layouts for any products. There are horizontal and vertical versions of these products, and it is very important that the correct one is used. Each file should be "heads up" when placing it into Easy Order.

DO NOT use the Crop or Fit option in Easy Order. Make sure to design your cards using our Photoshop templates for cropping. You are ordering by the package, not single cards.

You can only select one paper type per order.

Please double check your order before clicking Complete Order and sending it in. This system is very automated and there will be very little time to cancel or make modifications to your order after it has been submitted.