

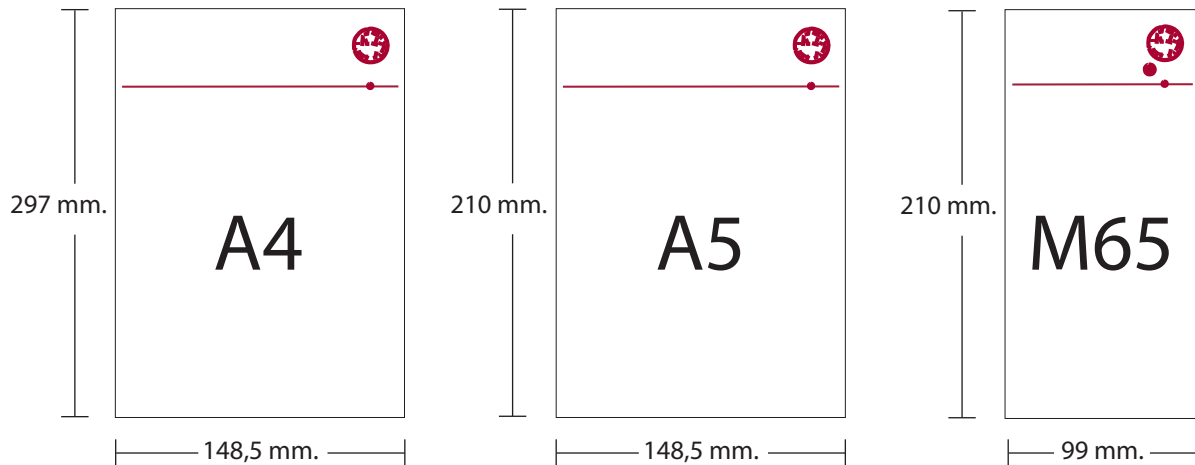
How do I prepare my flyer for printing?

When you need to prepare your flyer and send it to us for printing, there are several things you should pay attention to. In the guide below, we will go through some of the most important elements in setting up your flyer so you get the best possible result. These points can also be used as a checklist before you send your flyer to print.

For all print jobs, files must be sent as PDF files to campusprint@adm.ku.dk. If the files are too large for the email system, you can send them via www.wetransfer.com to the same email address. This gives us a temporary link where we can download your file.

Format and Size

The most common formats for a flyer are A4, A5, or M65. You can see the dimensions in the illustrations below. If you want a flyer in another format, we can easily do that. Just specify the dimensions in your order and make sure the size of your PDF file matches the desired format. If you have color to the edge, remember to add bleed, which you can read more about in the section below. We can print your flyer single-sided or double-sided.



Design Guide

On the University of Copenhagen's design guide, you can find templates for your flyer. There are templates for both Microsoft Word and Adobe InDesign. If you want a Word template, click on "Flyers" and use the template provided. If you work in InDesign, just choose the desired format, and the templates will be available there.

We always recommend following these templates to achieve a professional result that complies with the University's design profile and meets most of the requirements in this guide. Most of the groundwork is already done, and if you need the KU logo on the front page, it is already included in the template in the correct quality. You can also find guidelines for fonts, sizes, and layout. You can access UCPH design guide via the link:

- [UCPH Design Guide \(click to open\)](#)

Layout

When setting up your flyer, keep these points in mind:

Margins

We always recommend that your flyer has an appropriate amount of space in the margins. This creates a clean visual appearance and makes it comfortable for the reader to read. The amount of margin depends on the format and the look you want for your flyer. For an A4 flyer, we recommend a margin of at least 12 mm. For an A5 flyer, we recommend a margin of at least 8 mm, while for an M65 flyer, we recommend a margin of at least 5 mm. If you have color to the edge, you must also add bleed, which you can read more about in the next section.

Bleed

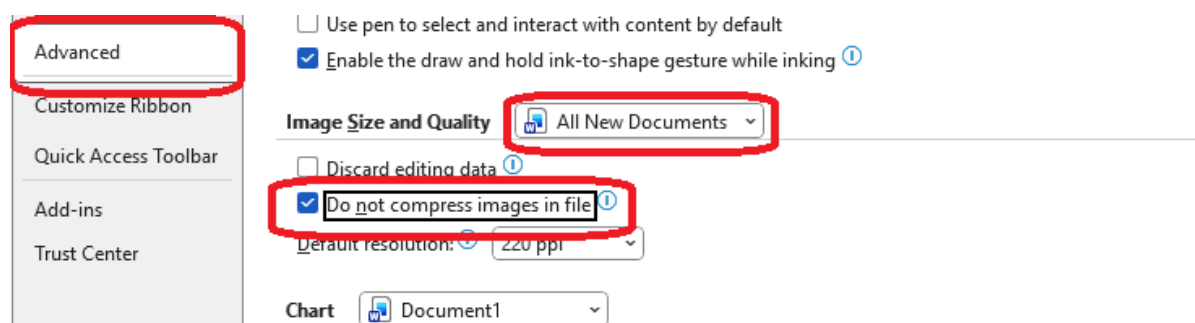
If your flyer has color to the edge, it is important that you add at least 3 mm bleed. If you do not add bleed, we will cut up to 3 mm into your flyer on the sides, top, and bottom. Therefore, it is important that you have some margin to spare if you cannot add bleed yourself, so your content does not get cut off.

Converting to PDF

When converting your flyer to PDF format, you should pay particular attention to ensuring that the quality is not reduced during the conversion process. Below, we will show you how to save your flyer from Microsoft Word and Adobe InDesign so you can be sure that all graphs, tables, or images are converted in full quality.

Microsoft Word

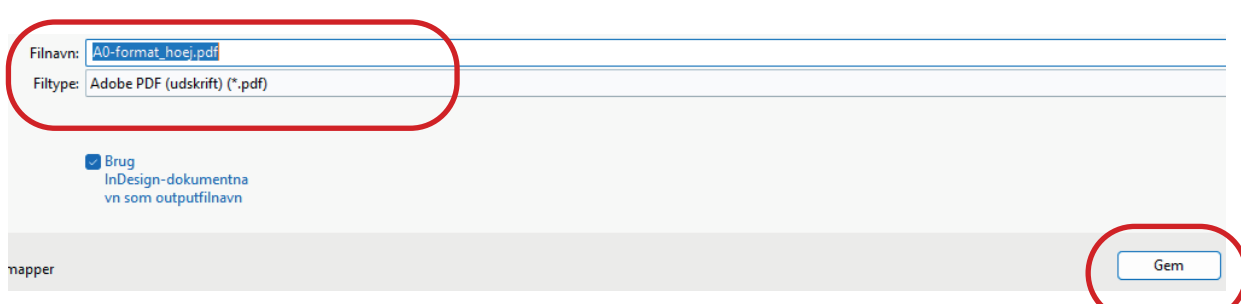
When you have created your flyer in Microsoft Word and need to convert your file to PDF format, make sure that the image quality in your illustrations or pictures is not compressed. You can do this by going to File -> Options -> Advanced. Scroll down to the section "Image Size and Quality." Here, check the box "Do not compress images in file" and set the drop-down menu to "All new documents."



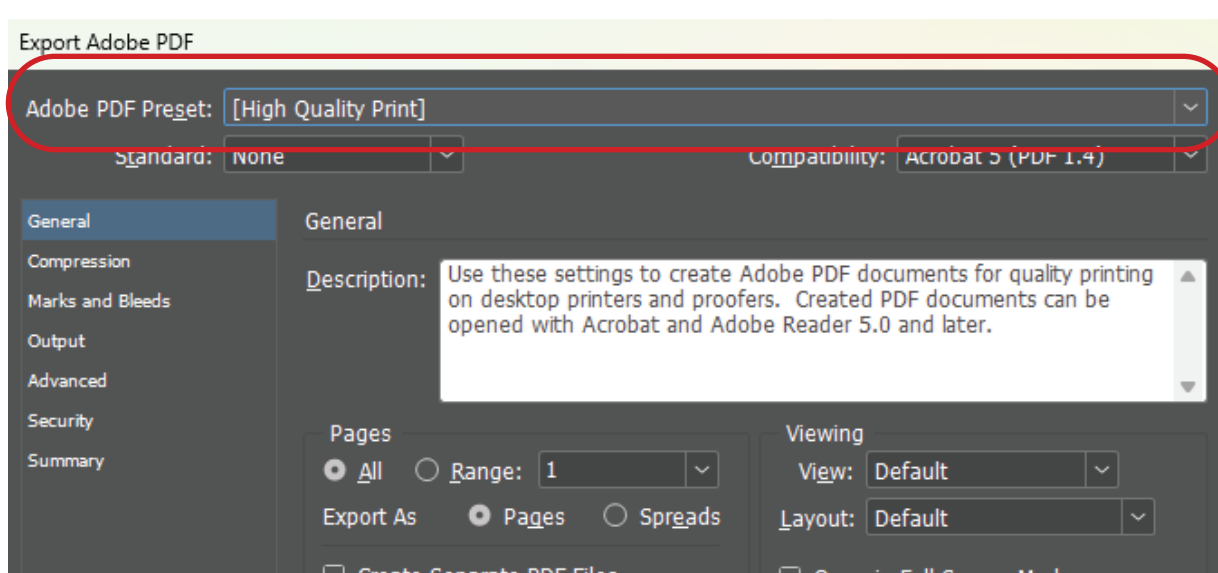
After that, you can select "Save as Adobe PDF" under File. We recommend that you check your PDF file thoroughly and pay special attention to whether all illustrations and images appear correctly.

Adobe InDesign

If you have created your flyer in Adobe InDesign and need to save your file in PDF format, click on "File" and select "Export." Then, under "File Type," choose "Adobe PDF (Print) (*.pdf)" and click "Save."



Next, you will enter the "Export Adobe PDF" menu. Here, it is important that at the top under "Adobe PDF Preset," you select "High Quality" from the dropdown menu. Then click "Export," and your file will be saved.



Checklist

- ☐ Does the size of your PDF match the desired format?
- ☐ Have you left enough space in the margins?
- ☐ Have you added at least 3 mm bleed if you have color to the edge?
- ☐ Have you checked your PDF for conversion errors and quality?