



# PIRATES PRESS STICKER PRINTING OPTIONS

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USING THREE DIFFERENT PRINTING TECHNIQUES, WE OFFER THREE TYPES OF STICKERS  
TYPE A, TYPE B & TYPE C - THE THREE TYPES OF STICKERS EACH HAVE THEIR OWN OPTIONS:

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## TYPE A -

Printed in big batches on a large-format offset printer, these stickers can only be single sided and square-cut, CMYK printed, only available on high quality crack-n-peel paper stock with a UV (gloss) coating.

An amazing value, especially for larger quantity orders. These are the most economical, high quality, FULL COLOR stickers we offer, but they will fade in direct sunlight over time.

(quantities are limited to orders of 1000, 2500, 5000, 10k, 20k+)

## TYPE B -

Printed on high quality label printers, these contain our largest selection of sizes, finishes, stock and ink options. These offer a number of different paper stock options including glossy or matte paper, weatherproof vinyl, metallic foil and clear stocks, as well as the ability to print on the backs (liner printing). This option also offer PMS, glow-in-the-dark, foil and scratch 'n' sniff printing options.

Clearly our most versatile stickers, these are the best options for printing high-quality stickers, as well as fancier (marketing) stickers to be applied to your next vinyl or cd project.

(quantities limited to orders of 250 pieces or more.)

## TYPE C -

Printed digitally on pre-cut label paper, these are our cheapest stickers. We can print black and white or full color, on the standard semi-gloss paper stock. This option is primarily used when printing black and white stickers, especially "download included" and barcode stickers, which are often immediately removed and discarded.

This is the best option for inexpensive black and white stickers, such as barcodes, to be applied to other products.

(no quantity limitations)

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## DESIGNING YOUR STICKER

ONCE YOU'VE CHOSEN THE TYPE OF STICKER YOU WANT, DOWNLOAD THE TEMPLATE FOR THE STYLE YOU WANT [HERE](#).

Open the file in the corresponding program. (EPS/PDF are editable in Illustrator. PSD is openable in Photoshop.)

Choose a size from the templates available in the file, design your sticker within the "ARTWORK" layer of the template, using the indexed colors you intend it to print with. If your sticker requires printing all the way to the edge, please make sure to include the required 1/8" (3mm) bleed. Please consult our graphic guidelines [HERE](#) or design basics [HERE](#) if you have any questions while designing or laying out your sticker. You are welcome to create a clipping mask, or crop the file to only the template you are using (removing the templates you are not using), before sending us artwork, but it is not mandatory.

## PLACING A STICKER ORDER AND SENDING US YOUR FILE:

Send us information about the type of sticker you want, the size, printing options and quantity to one of our sales reps [HERE](#). Fill out the *PRINTWORK ORDER FORM* in the meantime. Once you receive a quote, email the form along with your artwork to your sales rep. If the sticker artwork you create is more than 5Mb, please email only the order form, and upload your artwork to our site [HERE](#). Please do NOT send us artwork before receiving a quote, and before filling out an order form.



# PIRATES PRESS STICKER PRINTING - TYPE A

**COMMON USES:** Inexpensive giveaways and full color marketing stickers.

**PAPER OPTIONS:** Crack-N-Peel Paper Stock with UV Coating (Gloss) on Printed Side

**PRINTING OPTIONS:** CMYK Full Color Offset (Only)

**FINISH OPTIONS:** Glossy (Only)

**TRIMMING OPTIONS:** Circle, Oval or Square Cut (Only)

**QUANTITY LIMITATIONS:** Orders of 1000, 2500, 5000, 10k, 20k+ (Only)

**OTHER NOTES:** May fade with continuous exposure to sunlight.

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## DESIGNING & SUBMITTING YOUR ARTWORK FILES

Incomplete, incorrect, or illegible art files will result in production delays, and possibly poor presentation of final product. Have your artwork Designed by a Professional Graphic Designer. Unless you've arranged it with your rep beforehand, we require that all graphic arts are to be received in a Pirates Press template. We have graphic art templates available for almost everything we manufacture. If you are unsure which template to use, please call or email your sales representative. More information is available from our "GRAPHIC GUIDELINES AND TECHNICAL AUDIO SPECIFICATIONS", available on the "ORDERING" page on our website at [www.PiratesPress.com](http://www.PiratesPress.com).

- ALL IMAGES MUST BE 300 D.P.I. RESOLUTION or higher.
- ALL IMAGES MUST BE CMYK and/or properly prepared PANTONE files. Do not submit Pantones unless you've ordered them.
- Use ONLY PIRATES PRESS TEMPLATES. Always keep Template on it's own layer. NEVER FLATTEN TEMPLATE to Artwork.
- TEMPLATES are the actual die-cut. ADD 3mm or .125" BLEED to all sides, outside the pink lines.
- TEXT and LOGOS should not be closer than 3mm or .125" to the die-cut lines.
- EPS and PDF file formats EXTREMELY PREFERRED. PSD files are prone to problems but are RELUCTANTLY ACCEPTED.
- QXD and INDD files are NOT ACCEPTED. NO GIF or JPEG files ever.
- ALL TEXT must be CONVERTED to OUTLINES (Illustrator, Quark, Indesign) or RASTERED / FLATTENED (Photoshop).
- ALL IMAGES must be EMBEDDED (Illustrator, Quark, Indesign) or RASTERED / FLATTENED (Photoshop).
- SAVE your files as SINGLE ARCHIVES (.zip or .sit) named only with your CATALOG NUMBER and the word ART (ex. PPR023\_ART.zip).
- ALL ART FILES should be UPLOADED from our WEB-BASED UPLOAD APPLICATION: [www.piratespress.com/upload](http://www.piratespress.com/upload)

\*\*\* Please fill out your Order Forms properly. Make sure the Artwork you are submitting matches your Order Form and the Sales Order (or Estimate) that you have received from your Sales Rep. If it doesn't, make sure it gets adjusted immediately to avoid delays in production.



# PIRATES PRESS STICKER PRINTING - TYPE B

**COMMON USES:** Bumper Stickers, Band Stickers, High-Quality Marketing Stickers

**PAPER OPTIONS:** Paper, Fluorescent or Kraft Paper, Colored or White Vinyl, Metallic Foils, Tamper-Proof, Ultra-Removable, Recycled Litho, Static-cling and more. Basically EVERYTHING, just ask.

**PRINTING OPTIONS:** 15 Standard Colors, 10 Upgraded Colors, 15 Standard Foils, 5 Holographic Foils, and PMS Color Matching. Availability may be contingent upon stock choice as well, ask your sales rep.

**FINISH OPTIONS:** Glossy, Matte, and Semi-gloss

**TRIMMING OPTIONS:** Diecut, Circle, Square-Cut & Rounded Corners. Custom sizes and shapes available, just ask your sales rep for a complete listing of available Type-B stickers if you're not finding what you're looking for.

**QUANTITY LIMITATIONS:** 250pcs+

**OTHER NOTES:** The most versatile of our stickers, this option offers almost anything. Very affordable and very high quality.

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# PIRATES PRESS STICKER PRINTING - TYPE C

**COMMON USES:** Barcode Stickers, Cheap Black & White (semi-disposable) marketing stickers.

**PAPER OPTIONS:** Pre-Cut Semi-Gloss Label Paper

**PRINTING OPTIONS:** Digital Printing, CMYK or 1/0 Black

**FINISH OPTIONS:** Semi-Gloss (Only)

**TRIMMING OPTIONS:** Circle, Square Cut, or Rounded Corners

**QUANTITY LIMITATIONS:** All quantities available

**OTHER NOTES:** Made in Europe Only, at our Vinyl/CD Manufacturing facility. Quick turnaround & ideal for last minute additions to a Vinyl/CD order.

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